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PUBLISHED FORTNIGHTLY



Providing Fail Blossom for Hargraft & Son

MAY 4, 1927

15 CENTS A COPY

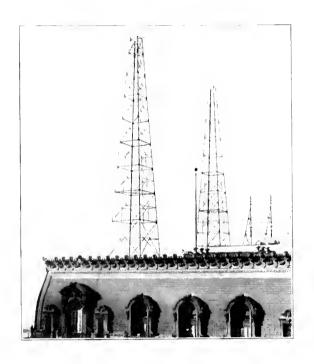
"What Does the 'Eating Out' Habit Mean to the Food Advertiser"? By RAYGILES; "How National Gypsum Salesmen Sold Their Company's Stock" By John Allen Murphy; "Qualifying a 'Foreign' Corporation" By H. A. HARING; "Communities Are Advertising;" "The News Digest" on Page 90

THE CHICAGO DAILY NEWS has taken over the complete management of station WQJ, owned by the Calumet Baking Powder Company, and now operates this station in conjunction with The Daily News station WMAQ, with exclusive 24-hour rights to the wave length 447.5 meters.

The operation of two of America's foremost stations with a unified all-day program is welcomed by Chicago people and the radio public generally as another great advance typical of the five-year record of The Daily News in promoting the interests of radio.

WMAQ, the first newspaper-owned radio station in Chicago, equipped now with its third sending apparatus, has earned a reputation for fine programs that will be richly enhanced by the added facilities of station WQJ. The two stations are members of the chain of the National Broadcasting Company. The program scheduled throughout will be one of highest quality and interest.

By advancing every interest of radio, on the air and in its columns, The Daily News has attained a popularity



with Chicago fans reflected in its leadership six days a week in national radio advertising—it is the most effective daily medium for radio manufacturers and dealers in reaching the Chicago public.

Arrangements to participate in the broadcasting schedule of The Chicago Daily News may be made by addressing Director, WMAQ. The Chicago Daily News, 15 North Wells St., Chicago, Ill.

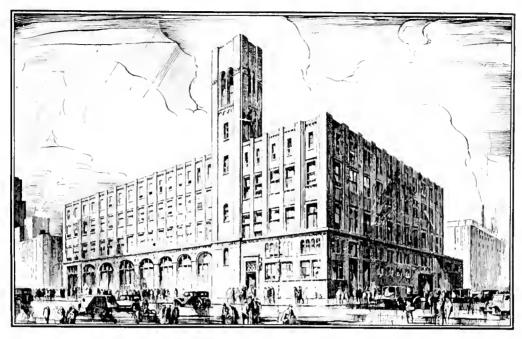
Wh 26 25

Member of The 100,000 Group of American Cities

Advertising Representatives: NEW YORK J. B. Woodward 110 E. 42nd St.

CHICAGO Woodward & Kelly 360 N. Michigan Ave. DETROIT Woodward & Kelly Fine Arts Building SAN FRANCISCO
C. Geo. Krogness
253 First National Bank Bldg.

*Average Daily Net Paid Circulation for March, 1927—440,448



New home of the Pittsburgh Press, "literally the finest newspaper plant in the world."

The Pittsburgh *Press* has overwhelming leadership. More linage in 1926 than any other two Pittsburgh newspapers *combined*—more than 37,000 more daily and more than 23,000 more Sunday circulation in Pittsburgh than other two evening newspapers and other two Sunday newspapers *combined*.

Daily 198,126



SCRIPPS-HOWARD

Sunday 259,163

Pittsburgh Press

A Scripps-Howard Newspaper

Represented by Allied Newspapers, Inc., 250 Park Ave., New York Chicago Detroit San Francisco Los Angeles Seattl



Just a few of the 434 Exclusive NEWS advertiser

434 National Advertisers*

Used The NEWS Exclusively in 1926

IN INDIANAPOLIS, The NEWS alone can carry full responsibility for delivering your advertising message. The NEWS coverage is so complete that any schedule in a secondary medium involves costly and unnecessary duplication. Experienced advertising space buyers readi-

ly realize that The NEWS breaks space buying precedents. What are normal morning paper schedules, split schedules, of Sunday paper schedules in other cities usually are exclusive NEWS schedules in Indianapolis . . . unless the rigid advertising censorship of The NEWS forbids.



The INDIANAPOLIS NEWS sells The Indianapolis Radius

FRANK T. CARROLL, Advertising Director

New York: DAN A. CARROLL 110 Fast 42nd St.

Chicago: J. E. LUTZ The Tower Bldg.

Everybody's Business

By Floyd W. Parsons

Solar Radiation and World Affairs

HE greatest stumbling block in the progress of man has been what we call the natural forces. Included in this category are various forms of unharnessed energy, nearly all of them being either direct or indirect products of the action of the sun. It is for this reason that when we seek the causation of tornadoes, floods, abnormal weather variations, crop failures or static, we always end up with eyes and

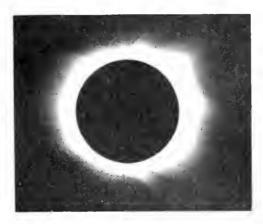
minds focused on the blazing star around which our earth revolves.

The ancient astrologers were not far wrong in their belief that the violence or inactivity of the sun's radiation has a profound influence on human health and wellbeing. An eminent astronomer at a recent congress of scientists said that the extra dose of radiation that reaches us from the sun near the end of each sunspot

cycle stirs the nervous system and fosters unrest throughout the earth. The Russian upheaval of 1917, the French Revolution in 1789, and a long series of earlier insurrections all coincided with times of maximum sunspot activity.

We no longer believe that the positions of the planets and the moon in the signs of the zodiac—the twelve constellations that appear to circle around the Polar Star—determine the fate of the new-born child. We have got away from the notion that the same medicine is good or bad according to the position of the stars above. And, thank Heaven, we no longer wait for a sign from the astrologer that it is now safe to proceed with the ceremonial of an annual tub bath after a winter of bodily abstinence from soap and water. But the facts at hand do clearly indicate that something causes the machinery of man to alter its speed at more or less regular intervals of time.

We smile at the belief of our forefathers that the sun controlled the heart; Saturn, the spleen; Venus, the ears; Jupiter, the liver; Mercury, the lights; Mars, the gall; and the Moon, the head. But science no longer sneers at the notion that electro-magnetic bombardments of the earth by the sun vitally affect human actions. Tens of thousands of evil germs succumb to sunlight exposure, so that periods of plague and pesti-





© Herbert Photos

lence are favored by a reduction in radiation and the simultaneous lowering of body resistance due to nervous relaxation.

We have developed a working knowledge of the atmosphere above us for 10 or 12 miles. It is clear that the warm air rises in the tropics, returning to the Arctic where it descends and starts once more on its journey to the equator. But as to the secrets of the upper air, not much do we know except that the air is thinner, oxygen and nitrogen have practically disappeared and hydrogen, helium and

free electrons probably reign supreme. As we go up, the temperature drops, reaching 60 degrees below zero at an altitude of 10 miles. Studies of shooting stars and other phenomena have resulted in great differences of opinion concerning the "electric roof" of the atmosphere and the temperature and density of the upper air. In this virgin field of research lies the key to many prob-

lems such as the aurorae, magnetic storms and "skip distance" or silent areas in radio broadcasting.

Milliken and Bowen, wizards of the infinite, tell us of electric winds that whistle past the earth's atmosphere at the speed of light-186,000 miles a secand. These strange winds are really masses of radiation, for according to the new conception, light is not merely wave lines in ether, but comes in lumps of assorted sizes which have both mass and inertia. These "winds of space" blow ceaselessly from those sources of light and life which we call the sun and the stars. By virtue of their mass and speed they exert a pressure on the surfaces of all planets and whatever else they touch. Such cosmic rays are developed by the destruction of matter in far-off stars, some of them so distant that although light travels at such an incredible speed, the rays that reach the earth tonight started toward the earth hundreds of thousands of years ago.

If we reduce the heavens to a scale in which the earth is no larger than the tiniest germ visible under a microscope, then the sun would be only a dust speck three-hundredths of an inch away, and our entire solar system would be less than an inch across. On this scale, the nearest star would be 1500 feet away and

[CONTINUED ON PAGE 74]





AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES * 863 MONADNOCK BLOCK * CHICAGO

Still Panning for Gold?

In the pioneer days of '49, adventurers scooped golden wealth from the surface of old Mother Earth. In course of time, however, as the "dust" gave out, the pick and shovel had to give way to powerful machinery specially designed to reach pay ore beneath masses of hard granite.

The same changes are taking place in marketing. Back in the pioneering days of advertising, wealth lay on the surface and was got by surface methods. Those days have passed. Those eager to mine wealth advertisingly must shatter the rocks of inatten-

tion. Thevein of riches must be dug from the hard granite of skepticism and indifference.

As a result *methods* and *tools* must be used today which were virtually unknown to advertisers of a few years past. Forces which were once potent when used alone must now be combined. Campaigns which even ten years ago would have called for but one type of selling effort now require three or more.

Advertisers who are overlooking these changed conditions are missing the real opportunities that lie in present-day advertising.

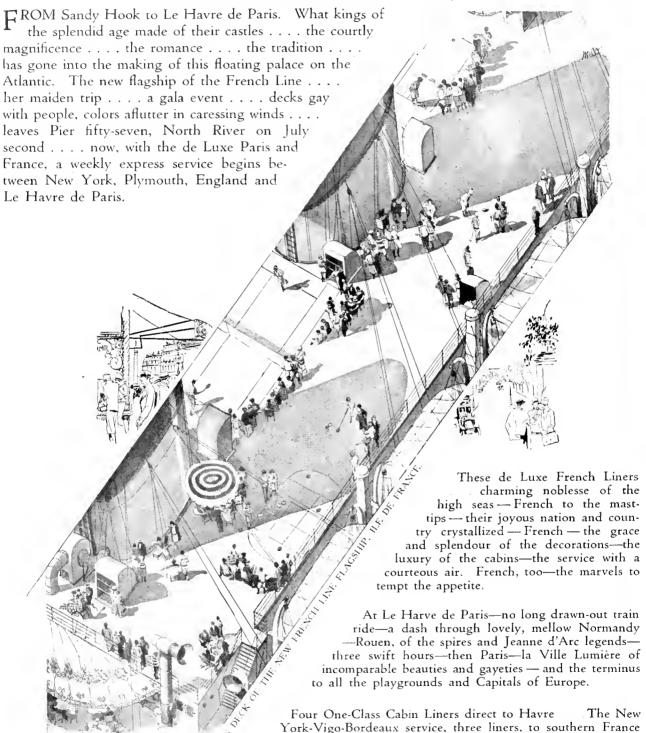
We have published an interesting book, "The Third Ingredient in Selling," which discusses in detail the changing requirements of advertising as a force in marketing. This book will be sent to executives who ask for it on their business stationery.

JAMES F. NEWCOMB & CO. INC.

Direct Advertising :: Merchandising Counsel

Ile De France

The Boulevard of the Atlantic



Our illustrated booklets are a trip in themselves.

and Spain.



A COMPLETE SURVEY OF BRITISH ADVERTISING FOR \$4.00

Now Ready—the 1927 Advertiser's Annual and Convention Year Book

6 Complete Books—More Than 500 Pages

150,000 Facts HERE, in one volume -- neat, compact, easy to use—is all the information and data needed by all American advertising men and women who are in any way interested in British Advertising, British markets, and British Empire Trade. You can turn to its pages with your thousand and one questions concerning any phase of British advertising, media and methods—and know that you will immediately find accurate and up-to-date answers.

The ADVERTISER'S ANNUAL has grown from four to six complete books in one. This expansion has been made possible by the phenomenal success of the 1925-1926 Edition. For the past twelve months the Editors have been engaged in collecting and collating data, facts and figures. For the compilation of an even more ambitious and helpful volume than the old ANNUAL. The result is the 1927 ADVERTISER'S ANNUAL.

85% New—Twice the Value—Price the Same!

INVENTEN YEAR BOOK

The new ANNUAL is far wider in scope and much more exhaustive in its survey of everything that enters into advertising, merchandising, and selling. 85 per cent of the information contained in the 1927 Edition is new-the remaining 15 per cent has been completely and thoroughly revised and brought up to date. The new ANNUAL, therefore, gives you twice the service value of the 1925-1926 Edition—without any increase in cost.

A brief study of the Outline of Contents will show you how the ADVERTÍSER'S ANNUAL has grown. Book No. 3 is an entirely new section dealing with the law in Great Britain in relation to Advertising in all its branches. To American Advertising Men interested in advertising in Great Britain, this Section will prove even more valuable than to their British colleagues.

If you are planning an international campaign you will need answers to hundreds of questions on printing in Great Britain. In the 1927 ADVER-TISER'S ANNUAL you will find them, clearly and concisely tabulated for your immediate reference.

In the 12 Directory Sections you will find the names of all the leading newspapers, magazines and periodicals, throughout Great Britain and her Dominions, together with their addresses, telephone numbers, telegraphic addresses: page and column sizes; a complete schedule of advertisement rates; publishing and closing dates, circulations, etc. British advertisers consider these Sections alone are worth far more than the total cost of the complete ANNUAL. American advertising men and women will find them simply invaluable.

There is also an entirely new collection of statistics and analyses on British markets—the result of intensive market research; and, in addition, a complete Advertising Man's Vade Mecum.

150,000 Facts In One Big Volume!

The value of the ADVERTISER'S ANNUAL can only rightly be appreciated when in use. We have received hundreds of glowing testimonials to the utility of this handy volume from the more than 2,500 huyers. One of these men said that he got from his copy more than it cost him the very first day he used it.

Another said, "I would not sell my copy for £50 if I could not get another." Yet again, a third calls it "The Greatest Reference Work on British Advertising ever issued."

To all American Advertising Agents, International Advertisers, newspapers and magazines, interested in Great Britain; in her own and Colonial markets; or in securing advertising from Great Britain, this announcement is of paramount importance. The 1927 ADVERTISER'S ANNUAL is one of the most complete, comprehensive, and exhaustive treatises on advertising facts and figures ever produced in any country.

The price of this remarkable volume is only \$4.09—a more trifle. Just fill in the coupon and attach your cheque or money-order NOW. Your copy will be sent, oostpaid, and ready for your immediate use, by return. The Edition is limited—to delay posting your order may mean disappointment.

How the 1927 ANNUAL has grown to Six Complete Books in One.

1st-A Complete Advertising Man's Vade Mecum—on methods, men, media, and advertising developments and events of the year.

2nd—A Complete Series of Directories— 12 Distinct Sections, covering every branch of British advertising, 8,000 separate entries (more than 80 per cent new and revisions) with complete lists and all relevant facts about each.

3rd-A Guide to the Laws and Regulations Affecting Advertising- an entirely new Section of legal decisions and acts relating to selling and advertising; trade marks and patents; hoardings and municipal bylaws; law of copyright, etc.

4th-A Complete Text Book on Printing and Engraving Technique—(another new book) giving the exact detailed information on a thousand and one points in the advertising man's daily work.

5th-A Market Survey and Research Data- an entirely new collection of statistics and analyses on British markets,

6th-An Official Report of the World's Advertising Conventions—for the year, and the Manufacturers' Selling Conference.

Sign and Mail this Coupon Today-

To the Publishers of "British Advertiser's Annual and Convention Year Book, 1927," Bangor House, 66 and 67 Shoe Lane, London, E. C. 4., England.

Please send me one copy of the "BRITISH ADVERTISER'S ANNUAL AND CONVENTION YEAR BOOK, 1927." postpaid by return. I enclose herewith \$4.00 in full payment.

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TACOMA—Tacoma Paper & Stationery Co. TAMPA—Knight Brothers Paper Co. WASHINGTON, D. C.—Virginia Paper Co.

IFTEEN YEARS—and the whole world may turn a somersault! Fashions, styles of dress, modes of travel—all may change.

But quality remains unchanged. For quality is demonstrated usefulness.

Fifteen years ago the Corday & Gross Company, of Cleveland, selected D & C S JPERB as the paper most appropriately reflecting the excellence of Alco Motor Cars.

Today, the same D & C SUPERB is chosen by the Hollenbeck Press, of Indianapolis, to tell the story of Marmon.

Printers and advertisers are quick to appreciate the special appropriateness of this paper—superb indeed!—for printing that produces results. The peculiar adaptability of its smooth, dull-coated surface for clean type impressions and striking color presentations has never varied. Its quality means time saved on the press, and messages saved from the waste basket.

Whatever your printing requirements, the D & C line has a paper that meets them. Your paper distributer knows the possibilities of D & C papers, and is willing to assist you in selecting the right paper for the job. Consult him freely.

DILL & COLLINS

Master Makers of Printing Papers

P H I L A D E L P H I A



... profusely illustrated

What price Sex-ationalism?

NEWSPAPER sensationalism has developed into sex-ationalism. The three "big stories" * of the past three years were dominated by sex. A new school of journalism has risen and flourished largely through its emphasis upon sex-stories, profusely illustrated.

No keyholes

But TIME squints through no keyholes. The very opposite of the prudish, the Victorian, it enjoys calling a spade a spade, presenting truths plain and unvarnished. But sex is treated without being mistreated — related without being exploited. TIME retains its sense of proportion even when dealing with the "blushful mystery." †

"What people like"

For though sex-stuff may be "what people like," it is not what TIME readers like. They do not read TIME to be shocked or to be excited. They behold in it no photographs, composite or otherwise, of high-notes in the newest sex-discord. Indeed, they value TIME chiefly because it gives them a weekly world-picture in which the trivial and insignificant are not exalted because they may be also sinful.

Apparent to advertisers

That TIME readers, sane, balanced, intelligent, are especially responsive to advertising has been apparent to advertisers themselves. For TIME carries more advertising than any other national weekly with less than a million circulation.** And for every 1924 dollar of advertising revenue, TIME received \$5.40 in 1926. Alive to the world they live in, alive to the advertised products that make it a better world to live in, the TIME reader-group constitute a court in which the advertiser's appeal will not go unheard.

ROBERT L. JOHNSON, Advertising Manager 25 W. 45th St., New York City Main Office: Penton Bldg., Cleveland, O.

*Three big stories: Leopold-Loeb; Hall-Mills; Browning-Browning. †"Blushful mystery" — acknowledgment to H. L. Mencken.
**Circulation — TIME guarantees plus 135,000 for 1927 average.

TIME

To Press Tuesday - THE WEEKLY NEWSMAGAZINE-TO Reader Folder



Tomen's Thear

The Journal had a big lead over all Portland papers in "women's wear" in national advertising, local advertising and total advertising in 1926!

> **Q** If you want to reach Portland women, advertise in the Journal!

The TOURNAL Portland-Oregon

CHICAGO 900 Mallers Bldg.

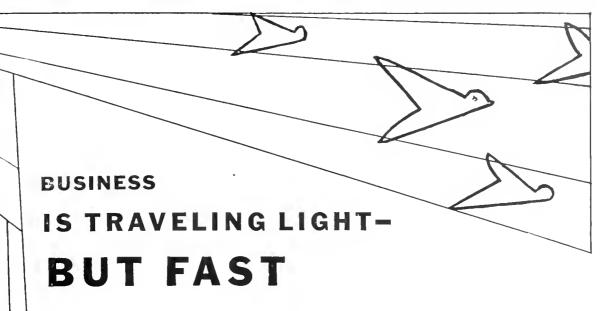
BENJAMIN & KENTNOR COMPANY, Special Representatives NEW YORK 2 West 45th Street

LOS ANGELES 401 Van Nuys Bldg.

SAN FRANCISCO 58 Sutter Street

PHILADELPHIA 1524 Chestnut Street

PIC



The modern retailer buys only what he knows he can sell, and buys it shortly before he sells it, smaller quantities at more frequent intervals. Production and consumption are brought closer together. The manufacturer is more acutely conscious of his real customer—our old friend, the ultimate consumer. He measures his sales by what the public has actually bought, not by what his salesmen have succeeded in loading the dealer up with. Thus greater elasticity is given to the machinery for making and selling goods. This is one more instance of the alert condition of business. It is traveling light, ready to change its course on short notice. It increases speed, but it equally increases control—eighty horsepower, but four-wheel brakes.

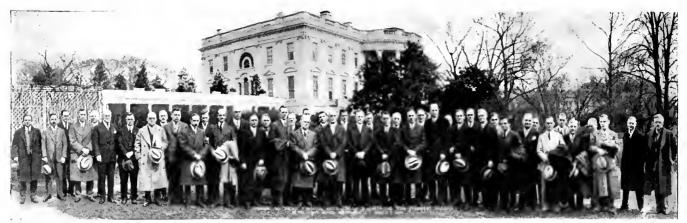
The manufacturer who is also a national advertiser* need not worry over this new method of distributing and selling. He uses advertising as the controlling factor in the situation, and indeed, has been thoroughly adjusted to the new era for the last five years or so. But let all others beware the dog.

Today the situation of a whole industry changes overnight. The business world is formless—almost fluid—and with a plasticity to the touch which suggests—and commands—that we should take it up and mould it to a better pattern.

CALKINS & HOLDEN, INC.

247 PARK AVENUE · NEW YORK CITY

*A national advertiser is not defined in the revised lexicon as one who simply puts ads in the magazines. Being a national advertiser involves a state of mind about selling goods which accepts the new order and has faith in the power of words and pictures to control the consumer.



President Coolidge meets with business paper publishers and editors at the March Washington meeting of the National Conference of Business Paper Editors

DURING the last six years, publishers and editors have met regularly in Washington to discuss with the Cabinet officials, department heads and congressional committee chairmen, at the invitation of the National Conference of Business Paper Editors, the economic problems of government and business.

Leaders of Washington economic thought and opinion welcome the representatives of the business press not alone because they represent a great audience of business men, but because they bring to the conference intimate knowledge of the trend and opinion in each field.

Business is as sound as its press. One of the measures of business progress is the vitality and power of the business press.

The business journals maintain this vitality and power as a great medium of exchange

of progressive business thought by intimate daily contact with their fields.

When you buy advertising space in a business paper, you buy not merely the circulation of so many thousands of the 1,110,000 paid subscribers of the A.B.P. publications—you buy an intimate section of trade goodwill and understanding.

The reason why advertisers are turning more and more to the business paper, the reason why the volume of business paper advertising is growing, is found in the fact that business paper advertising is fast developing as the only economical way to reach the intimate needs of classified buying groups.

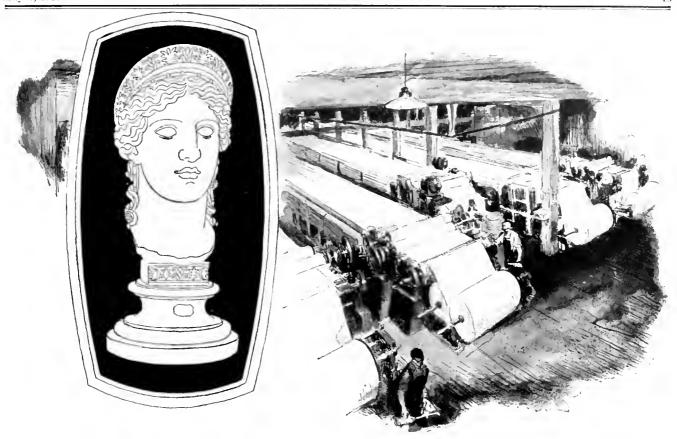
Business papers enable the advertiser to specialize his advertising just as he is specializing his selling today.

ASSOCIATED BUSINESS PAPERS, INC.

52 Vanderbilt Avenue, New York

The A.B.P. is a non-profit organization whose members have pledged themselves to a working code of practice in which the interests of the men of American industry, trade and professions are placed first—a code demanding unbiased editorial pages, classified and verified poid subscribers, and honest advertising of dependable products.





BEAUTIFUL SURFACES

In paper, as in marble, the perfection of a work of art depends upon the surface.

A BLOCK of stone roughly cut may be a work of art. But perfection is never attained until the last touches finish up the surface. This principle from the arts is successfully applied to business matters—printing, for example.

Printing to be commercially successful must please the eye; and printing has reached its highest plane of quality through the use of "coated" papers—that is, papers specially surfaced, whether with high or dull finish, to give perfect reproductions from plates of paintings, drawings or photographs.

That the finest coated papers come from the Martin Cantine Mills is evidenced by the fact

that these mills, which have been devoted exclusively to coating papers for nearly forty years, are the world's largest producers of coated papers today.

Always specify Cantine Coated Papers. Samples, together with name of nearest supply house, will gladly be sent upon request. Address Dept. 336.

A handsome engraved certificate is awarded each quarter to the producers of the most meritorious printing on a Cantine paper. For this purpose send us samples of all work you produce on any Cantine paper. The Martin Cantine Company, Saugerties, N. Y.

SPECIALISTS IN COATED PAPERS SINCE 1889

Cantine's

COATED

CANFOLD

SUPPREME FOLDING
AND PRINTING QUALITY

ASHOKAN NO.1 ENAMEL ROOM ESOPUS

VELVETONE

LITHO C.1 S.







The one Thing
about a Woman's Magazine

that





a Man Can Understand

To the average man most of a woman's magazine remains a closed book—

The one thing he can understand is the appeal of food. He is just as responsive as his wife to such suggestions as "Crunchy Brown Toast"—"Varied Horsd'oeuvres" — "Sunday Night Suppers and Snacks" (Recent titles from Delineator pages.)

At the same time fashions, scientific household management,

interior decoration, fiction, the care and training of children, have just as much appeal to the woman as food has to both the man and the woman. It is a well-balanced editorial program that Delineator offers the woman of today.

For its purpose, to further the Art of Gracious Living, is simply an answer to the present day demands of hundreds of thousands of American women.

And every month more and more advertisers are cooperating with Delineator in this purpose

Delineator

Established 1868

BUTTERICK PUBLISHING CO.

Advertising & Selling

VOLUME NINE—NUMBER ONE

May 4, 1927

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WITH this issue of ADVERTISING AND SELLING we are proud to announce the addition to our staff of contributing editors of Ray Giles, account executive of The Blackman Company, New York advertising agency. Mr. Giles has written constructive articles upon various phases of advertising and sales subjects and is the author of several books which are highly regarded. Henceforth his writing in these fields will appear exclusively in this publication.

In the current issue he is represented by the lead article, "What Does the 'Eating Out' Habit Mean to the Food Advertiser?" a forward-looking and important contribution upon a growing tendency which may have far-reaching effects upon a wide market.

M. C. ROBBINS, PRESIDENT

J. H MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Caledonia 9770

NEW YORK: F. K. KRETSCHMAR CHESTER L. RICE CHICAGO:
JUSTIN F. BARBOUR
Peoples Gas Bldg.; Wabash 4000

New Orleans: H. H. MARSH Mandeville, Louisiana

CLEVELAND:
A. E. LINDQUIST
405 Swetland Bldg.; Superior 1817

London: 66 and 67 Shoe Lane, E. C. 4 Telephone Holborn 1900

Subscription Prices: U. S. A. \$3.00 a year. Canada \$3.50 a year. Foreign \$4.00 a year. 15 cents a copy Through purchase of Advertising and Selling, this publication absorbed Profitable Advertising, Advertising News, Selling Magazine, The Business World, Trade Journal Advertiser and The Publishers Guide. Industrial Selling absorbed 1925.

Member Audit Bureau of Circulations and Associated Business Papers, Inc. Copyright, 1927, Ity Advertising Fortnightly, Inc.



Reaching the New Buying Power

Our national income has risen spectacularly in a ten-year period from twenty-seven billions of dollars to ninety billions.

Wage scales have risen to new peaks and continued their advance in the face of a declining price level for commodities.

All of which means more families with higher purchasing power.

Several billions of dollars of this increased purchasing power have gone into improving the standard of living of the average American family. The family of today takes as a matter of course many of the comforts and conveniences that a few years ago would have ranked as out and out luxuries.

Automobiles (more than 20,000,000), radios, automatic refrigeration, automatic heat, electricity, gas, telephones, new homes to the extent of two and a half billion dollars per year!

What is the significance of this to the advertiser?

Both wants and expenditures to satisfy these wants continue to increase with increased purchasing power. Never will the saturation point for the better things of life be reached.

Each year additional thousands of families step up into the class group. This class audience formerly comprised of thousands of families now numbers hundreds of thousands.

Cosmopolitan is the one class magazine which has kept up with the trend of the times. It has constantly improved, both in editorial content and in physical appearance to appeal to the kind of families who seek the better things and who have the buying power to satisfy their growing wants.

And now reaches more than a million and a half such families—the best prospects for quality merchandise—and living, 90% of them, in the larger cities and towns where it is easiest to sell them and where most of the best dealers are located.

3

Invite a Cosmopolitan representative to give you additional facts about its influence and show you how it can fit into your own advertising program.

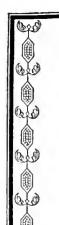
Advertising Offices

326 West Madison Street CHICAGO, ILLINOIS

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Advertising & Selling

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What Does the "Eating Out" Habit Mean to the Food Advertiser?

By Ray Giles

HE calculation is made that about 21 per cent of the nation's meals are consumed outside the home. With this point reached, and the trend of food consumption still growing away from the home, the manufacturer in this biggest division of advertising may well ask himself a few serious questions. such as:

Is eating out a menace to the advertised brand?

Is it a condition which calls for special sales or advertising measures?

Is it a condition which may cause the women at home to be more careless about the purchase of the foods bought for home consumption?

Can restaurant keepers be interested in advertised foods to the point of mentioning them on their menus?

In the city of New York there were about 7500 restaurants in 1915. By 1925, the number had grown to 17,000. The greater part of this expansion occurred during the latter part of the decade, as indicated by the fact that only 10,688 restaurant



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permits existed in the year 1920.

The number of restaurants does not begin to indicate the extent of the eating-out habit, for, according to the 1924 report of the Board of Health, there were 93,861 food and drug stores where hunger might be sated on the spot. The count included 4634 delicatessen stores, 10,521 candy stores, and 4832 food stands purveying such dainties as the rosy "hot dog" and lemonade which was extracted more or less from the lemon itself.

During this period when the number of restaurants increased over 100 per cent, the population increase was only 13 per cent.

The growth in New York of the habit of eating out is reflected all over the country. According to the census of 1910, there were 60,832 restaurant keepers in the country, as compared with 87,987 in 1920. It is estimated that by this time the number has grown to over 100,000.

More specific still are the figures compiled a year ago by Kirk Taylor of the Management Magazines, Inc., Chicago:

	zmes	, inc.,	Onicago:
No. of Units	Classes	Daily Average Each	Total Meals Served Daily
	Restaurant	Service	
$^{\circ}41,000$ 800 $24,000$ $5,600$ $1,500$ $9,000$ $1,000$ 300	Public	500 50 500 200 500 200 75 600	23,000,000 40,000 12,000,000 1,120,000 750,000 1,800,000 75,000 180,000
83,200			38,965,000
, , , , ,	Cafeteria S	Service	00,000,000
15,000 4,200 2,000 2,000 13,500 800 1,100	Public	1,500 500 1,500 500 400 200 300	22,500,000 2,100,000 3,000,000 1,000,000 5,400,000 160,000 330,000
38,600			34,490,000

Hospital Patients' Service 6,900 Bed Side Ser-vice

1.587.000

SUMMARY

Number Types of Service Outlets Restaurant Service... Cafeteria Service.... Hospital Patients' Ser- $\frac{83,200}{38,600}$ 6.900

Total 128,700

Number of Meals Daily 38,965,000 34,490,000 1,587,000 75.042.000

*Including only those serving meals per day, over - 300

To understand better how this

change has come about, there are other statistics quite as worthy of examination.

The servant problem, for one thing, has been a factor in sending a great many people to the restaurants for their meals. In 1910, there were 20,255,555 families and 2,531,-222 domestics. In 1920, for 24,351.-673 families, there were 2,186,924 domestics - more families, fewer servants. Hence the endemic change to servantless homes, apartments

with kitchenettes, apartments with no kitchens at all, homes without dining rooms.

The drastic cuts in emmigration from the countries which formerly supplied us with servants offers the best of evidence that the number of domestics will probably drop stil! further downward.

In 1920 there were almost three times as many women in clerical positions as there had been back in the [CONTINUED ON PAGE 44]

On the Subject of Names

By Earnest Elmo Calkins

HEN I was at Aix, I stayed at a hotel which bore the formidable name of Splendide-Royal-Excelsior, and it was almost as magnificent as its name. This triptych patronymic was not the result of an idiotic attempt to gather in one phrase all the most luxurious adjectives, but was really the result of a combination of three hotels, retaining the best features of each, including the names. It is safe to say that no one ever calls the hotel that, not even the proprietor. But the perverted impulse which leads the controllers of enterprises that appeal to the public for their support to use awkward names to handle them by, is one of the mysteries of business psychology.

It is especially virulent in New York City just at present. That magnificent apartment hotel which advertised itself in so spectacular a manner the other night by burning off the scaffolding with which it was enclosed, is to be called the Sherry-Netherland. Why I do not know, but certainly the reason cannot overbalance the fact that Netherland is a much better name for it, or, for that matter, Sherry. Netherland is the name associated with that site. It goes back to the Dutch origin of New York. It has that aristocratic connotation which should inhere in a hotel the doorknobs of which are to be gold-plated. And lugging in Sherry simply gives the public a longer and more difficult name which it will promptly shorten to either Netherland or Sherry.

Across the street is another palatial hotel built on the site of the old Savoy and christened the Savoy-Plaza, to indicate, I suppose, that it is managed by the old Plaza across the square. And here again, why double the burden of carrying the name in the memory, in advertisements, on bills and in the bookkeeping? Savoy alone is an excellent name. It is the name of the hotel in London that is best known to the kind of Americans who would patronize the Savoy-Plaza in New York. The Plaza name, which is a good one, is already identified with the older house.

Some time ago I commented on the Ritz Tower. I wondered why a man who has such command of words as Arthur Brisbane would allow a building belonging to him to be given a name that showed so little imagination and so much slavish imitation. Surely there are enough good names without having two buildings with the same name in one city, because the public has promptly called the Ritz Carlton the Ritz. It will with equal promptness call the Ritz Tower the Ritz.

Some years ago the public gratuitously presented the George A. Fuller Company with a magnificent name for its three-cornered building at Twenty-third Street, but the Fuller Company would have none of it. It insisted that its building was the Fuller Building, and the public insisted that it was the Flatiron Building, and I leave it to any advertising man which is the better

It would never occur to the promoters of such enterprises to doubt their ability to name them. They would never dream of consulting an expert. If I were looking for a name, I would want to consult such men as A. A. Milne, or Dr. Doolittle, since Lewis Carroll, that perfect namer, is no longer accessible. Such men know how to give names that stick and linger in the memory and seem to express the soul of the article christened.

There is a healthy tendency on the part of manufacturers to cut down the burden on the public's memory. Many of them are changing the corporate names of their companies to the advertised names of their products. The old Southern Cotton Oil Company is now the Wesson Oil and Snowdrift Company. The National Biscuit Company has introduced the name Uneeda Bakers. All this is because the public has shown very plainly what it will remember and what it will not. And yet every day someone insists on going against the grain and unnecessarily adding to his future advertising troubles by creating a name which merely flatters his vanity and insists on forcing that name down the throats of the public.

How National Gypsum Salesmen Sold Their Company's Stock

Describing a Unique Method by Which a New Concern Provided Its Capital

By John Allen Murphy

HEN the National Gypsum Co. was organized in 1925, it faced, like all new businesses, the problem of building an adequate financial structure. The organizers showed their faith in the enterprise by backing it with all of the money they could command personally. But since a business of considerable magnitude was being planned, it was not expected that the organizers would furnish all the capital required.

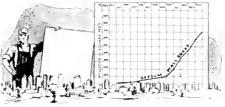
It was the intention of the management to float a stock issue and to market it through an investment house in the usual manner. There was no reason why the company should not have followed the customary procedure. enterprise was soundly conceived. The men backing it had an extensive experience in the gypsum field and in the wallboard industry. The company owned a valuable gypsum deposit which had recently been discovered at Clarence, New York. The most modern plant that the industry had ever known was being erected on the site of the deposit. An inexhaustible market was waiting the company's product.

The set-up was ideal for a stock flotation. With such a property behind the issue, any investment banker would have found it easy to raise all the capital needed.

"We had no thought of selling our stock except through an investment house," explained J. F. Haggerty, president of the company, when I talked to him recently. "No doubt we would have raised our capital in that manner, had not a different plan presented itself just as we were about ready to complete the financial end of our structure. Our executive and sales personnel is built along somewhat radical lines. Every man in the organization is thoroughly ex-

THE BURIED TREASURE of WESTERN NEW YORK

A series of advertisements revealing the story of a great natural resource—its discovery—its utility and its possibilities



The Growth of the Gypsum Wall Board Industry

American industrial progress has been said to be based largely on the development of "ideas."

The Copsium Wall Board "idea."
was needed by American builders. So quickly did the product become of national importance that even builders themselves had only the control of the production of the production of the progress of the progress

was assortons;

Capsium Wall Board has newer caught up with its demand. With present building shortages it is ridoubtful whether it will, within the next several years—if at all.

Authoritative figures reveal a significant fact. For six years the demand for Gypsum Wall Board has shown an average yearly increase in excess in 30%.

A slight indication of the future demands can be gleaned from a statement of the conservative Chicago Thouse, which estimates building shortage at the beginning of the current year as four billion dullars.

In the face of this situation it certainly requires but little foresight to estimate the possibilities of the new strata of Gypsum uncovered in the great Western New York field, within a few miles of Bufladio's only ine, which is being onwerted into Gypsum Wall Board by men whose lives have been spent in the business.

The Industrial Romance of Gypsum has been told m a story by J. Jay Fuller. We will gladly mail a copy to interested Buffalonians.

NATIONAL GYPSUM COMPANY JACKSON BUILDING, BUFFALO, N. T.

perienced in the gypsum or wall-board industries, or in some kindred line. Men of the caliber we wanted cannot be picked up every day. So we engaged them as we had the opportunity to get them. By following this plan we had several salesmen in our employ a long time before we were ready to operate.

THE question arose what we should do with these men in the meantime. One of our officers suggested that it might not be a bad idea to have them sell our stock. The more we thought about the suggestion, the better it seemed. The men themselves liked the idea. They were so enthusiastic about their new jobs and the prospects of the company that they were anxious to share their enthusiasm with others."

So the men were allowed to try their hands at stock selling. And they succeeded handsomely. National Gypsum Co. was incorporated on Aug. 29, 1925. The first salesman was hired in October of that year. Gradually, other salesmen were engaged until there were twelve salesmen on the payroll. By June 15, 1926, when the company started to manufacture, these twelve men had sold most of the stock issue and had started a momentum which subsequently sold the rest of it. The company now has a capital of \$2,350,000 from the sale of this stock, which has a net value in excess of \$3,-000,000.

Even more significant is the fact that these men sold the stock at a total cost of less than 8 per cent. To sell the stock of a new company through customary investment channels often costs up to 40 per cent. Even an established company, with a successful business, usually has to pay as high as 15 per cent to secure additional capital.

Remember that the salesmen who accomplished this feat were hired primarily because of their ability to sell gypsum products. None of them had any experience in selling securities.

What these men did is so remarkable that I am sure business men in other fields will be glad to learn the details of just how the National Gypsum financial plan was carried out. It is one of the few instances on record where a reputable, high-grade organization succeeded in financing itself in this manner.

The company confined its security drive to Buffalo, N. Y., and environs. It secured a list of all the automobile registrations in Erie County, down to and including Buick registrations. It was assumed that people who can afford to own high-grade automo-

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Qualifying a "Foreign Corporation" Cost and Requirements

By H. A. Haring

BULLETIN of the National Association of Manufacturers makes this statement: "Often one of the most annoying problems confronting an executive, in the regular conduct of his business, is the determination of when and under what circumstances he will subject his company to the laws of a particular state by the course of operations he has in mind or in practice."

So many corporations have fallen into the pitfalls of "foreign corporation" laws that it is trite to assert that any corporation "doing business" in a state should protect itself. Then there emerges the question of how to do it.

It is simple for a management to qualify the corporation in a neighboring state. Let, however, the one be multiplied into forty-seven and the task looks staggering. Without verifying first impressions, any business man knows that about forty-seven varieties of procedure will be encountered. They are as varied as the theories of different states in their corporation laws: Maine, as everyone knows, follows one idea of corporate organization; New York

has another, quite different from that of Maine. Delaware shows wide variation from Wisconsin.

Trade associations, through committee reports, are hopeful of uniform legislation over "foreign corporations"; but it is incredible when one remembers that more than half the states, as a preliminary step, would be obliged to alter the whole conception of their business law." This matter of uniform enactment has repeatedly been considered by the National Conference on Uniform State Laws. At the 1924 meeting of that association, the president's address dismissed the question with this brief statement:

It will never be possible to get all the states to agree upon the theory of an incorporation act, as some of the states will always adhere to the conservative policy of encouraging corporate management, other states will always incline toward a strict regulation of corporations, while a third group will regard incorporations as a mere revenue-producing procedure,

Such a sentiment is discouraging to those who hope for uniformity. Ut-

tered, as it was, by the president of a national organization whose aim is to promote uniform enactment, the statement that it will never be possible forces a corporation to the conclusion that it must, somehow, contrive to get along with the errors of omission and commission of the states.

The situation is complicated by unfortunate nomenclature. The very sound of the phrase, "foreign corporations" in the title of a bill before any legislature commands instant support. No measure is more popular than one with this aliensounding phrase. If it proposes harsh measures, or levies a new tax, it needs the protection of a self-re
[CONTINUED ON PAGE 48]



state. With forty-seven varieties of procedure facing him, the business man's task appears, to say the least, staggering.

When Does the "Stunt" Earn Its Place in Marketing Plans?

By Frank L. Scott

N advertising agent was trying to find out what the average person's thoughts are when buying shoes. He formulated a questionnaire which he circulated among about 200 persons. One question was, "what shoe advertising stands out strongest in your memory?" The answer given most frequently was "the Regal buzz-saw test." No other shoe advertising was commented on half as much as this ancient exploitation of Regal's.

I don't remember just what year it was when the windows of Regal Shoe Stores were filled with buzzsaws blithely cutting Regal Shoes in two. It must have been about twenty years ago. But the memory of that "stunt" in merchandising is fairly clear to me still, as it evidently is to many others. Half shoes by the dozens littering Regal windows. The buzz-saw there at work or resting up before tackling a new bunch of shoes. And with it all a conviction that Regal shoes must have been made of honest materials throughout for the manufacturer to perform such a major operation right out in the open highways.

When does the stunt earn its way? What kind of stunts are really worthwhile? Do stunts ever result in

more harm than good to the product that uses them?

At the tender age of twenty-two I found myself advertising manager of a motor truck company. The heads of the business had, up to that time. been engaged in sellng passenger cars only. Evidently the publicity schemes hen used in the pleasre vehicle field eemed to them appropriate as well for notor-truck promoion work. In all eriousness, one of directors prolosed that a five-ton



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truck be loaded with six tons of anthracite and speeded down Broadway from Columbus Circle to Times Square at the rate of thirty miles an hour. More! The wild adventure was to be timed so that it would be witnessed by the mobs emerging from theaters.

This test was urged on these

grounds: (1) It would result in the driver's arrest, which would probably get publicity in all the newspapers; (2) the news item would bring out the fact that although the truck was overloaded, it was speeding along at thirty miles an hour, thus demonstrating the carrying ability of the vehicle under adverse conditions. Better judgment prevailed, however, and this stunt was talked down. But it illustrates how easy it is for thinking to run wild when the mind once gets churning away in the quest of the bizarre.

One of the first questions that ought to be asked of any proposed stunt is the very obvious one as to whether it attracts favorable attention to the goods, or whether it is merely an eye-catching device which has little relation to the product.

Only a few days ago the Rogers Peet window on Forty-second Street near Fifth Avenue again carried the device by which a stream of water flows over a piece of the woolen used for their Scotch Mist coats. Here, surely, is a "stunt" that is right to the point. It arouses curiosity. It proves the fabric impervious to moisture.

An airplane flew over Manhattan.

spelling in smoke the name of a popular cigarette. It is said that sales jumped during the period of the flight. But ask a group of smokers to name the cigarette so advertised and you may he surprised at the few who remember. A little later another cigarette was advertised by another plane that flew at night, carrying the name of the product in electric light bulbs on the under wings. How many who saw that flyer can recall the product which was advertised?



C Herbert Photos.

The value of the stunt is most apparent where a dramatic demonstration is needed to prove the superiority of a new product. Thus the Rogers Peet test proves an ordinary woolen to be water-proof. The Regal Buzz Saw proved that the insides of those shoes were of good quality.

A driving rain may interfere with the perfect functioning of an automobile engine. So it was an interesting sight to motorists when Buick show rooms displayed stripped chassis with overhead piping dropping water enthusiastically over the mechanism beneath. That was at least ten times as expressive as the same story could possibly have been in mere words.

When four-wheel brakes were first applied to automobiles several questions popped up. Among them: What about skidding? Will the braking be even on all four wheels? So one of the popular cars hired a skating rink in a big city. A car

was set out on the ice and the public invited in to see the fun. She ran on ice. She stopped on ice. They stopped her gradually. They stopped her suddenly. She didn't skid or swerve. A mere "stunt" thus answered objections with celerity and dispatch.

Another car, some years ago, claimed unusually low gasoline consumption. The validity of that claim was strikingly emphasized when a special one-gallon tauk of gasoline was hitched up to the engine but mounted outside the hood. The regular gas tank was disconnected. Demonstrators drove about under outside inspection and proved through this stunt that fuel consumption was unusually low.

Some time ago the rotogravure sections showed pictures of a lino-leum covered piece of street in a busy section of a Pennsylvania city. For a week or more the traffic thumped over the linoleum, and 1

suppose that after that no one in town had to guess very hard where to go if he wanted good linoleum.

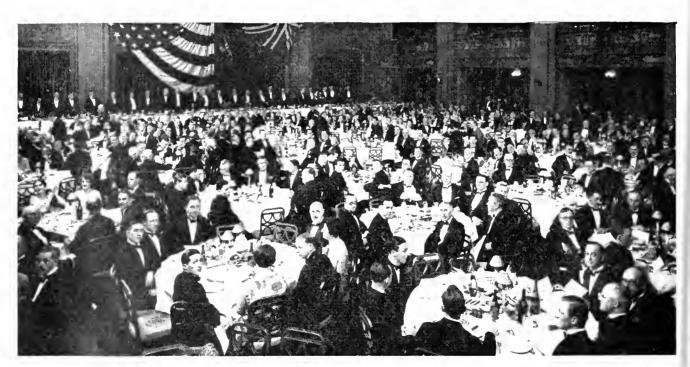
A clothing manufacturer wanted to prove the durability of the light-weight woolens which he was going to use for his featherweight summer clothing. He tacked a few square feet of the cloth down across the entrance to his private office. To the buyers who visited him there this stunt apparently had a lot of selling value.

The stunt may sometimes be worked out so that it carries advertising into places where it stands out even more effectively than in magazines, in newspapers or among the posters and painted signs.

The winter of 1925-26 is remembered by many of us as the year when we tried to get reconciled to soft coal and coke in our furnaces. or at least attempted to learn how to burn these substitutes so that

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Bureau of Advertising Banquet Closes Publishers' Convention



THE fourteenth annual banquet of the Bureau of Advertising, which was held on Thursday night. April 28, brought to a close the convention of the American Newspaper Publishers' Association. The election of officers for the coming year proved to be a re-election, for the men who will guide the course of the A.N.P.A. are, as last year: President, John Stewart Bryan, of the Richmond (Va.) News Leader: vice-president, E. H. Butler, of the Buffalo Evening News; secretary, George Rogers, of the Cleveland Plain Dealer: treasurer, Howard Davis, of the New York Herald Tribune. The report of the Bureau, which was agreed upon behind closed doors, as is the custom, stuck to two themes: namely, progress and increased business. A digest of the report will be found elsewhere in this issue.

The Romance of the Magazine

By G. Lynn Sumner

RECOGNIZE no common ground of conflict between the newspaper and the magazine. The newspaper is and always has been primarily a medium of news. The magazine is and always has been primarily a medium of information, inspiration and entertainment. One potent factor has had its influence upon both—the altered character of the time in which we live-the accelerated speed of living, the acceptance of new habits, new mental attitudes, new enjoyments, new comforts, luxuries, new diversions, new new modes and manners. The newspaper, because it is the veritable mirror of our daily doings, must of necessity reflect them as they are. It is as current as what we think and do today. The magazine takes the same elements, contemplates them with a bit more leisure and caution and portrays them also, but with a deeper and more deliberate reflection. There may be a no man's land where functions overlap and lose their clarity of definition. But the fact that the newspaper and the magazine serve two separate and distinct purposes for the reader and for the advertiser is best proved by the fact that four of our greatest publishing units are successful producers of both.

In those instances in which magazines have grown lean and hungry and in their emaciation have accused the newspapers of having foraged their fields, it will be found that those very magazines have gone on nibbling in the barren lands of tradition, blind to the green pastures of new interests and new diversions.

As a matter of fact the altered character of the newspaper has in itself created new opportunities for the magazine. The newspaper as the mouthpiece of great individual thought—the Horace Greeleys and the Henry Wattersons and the William R. Nelsons-of other days, has passed on. The public takes its news straight. And it is impatient at two o'clock this afternoon to know what happened as

late as ten o'clock this morning. But just as eating all your meals

at the lunch counter induces indigestion, so absorbing all your information from red hot extras makes too heavy a demand upon the gastric juices of intelligence. There are hours of relaxation when men and women, modern as they may be, like to contemplate even motives for murder at least one degree removed from the scene of the crime. In other words, the newspaper has not displaced the magazine; it has simply stimulated an interest in life and living that has made the magazine the more essential.

T is an obvious and oft-stated fact that the magazine is an American institution. Circulations of two and three million for a weekly or monthly periodical are unknown in England or on the Continent. One of the most characteristic bits of landscape which an alien takes back from a visit to our shores is the news stand ablaze with a display of some two hundred riotously colored covers. Some of these periodicals are extremely transient. Any one of us can go to a subway or stationer's stand today and find magazines we never knew existed. Next month some of them will be gone and others

will take their place. They are examples of the high courage of those who, with an envious eye on Mr. Curtis, rush into print where even angels would be appalled by union wages and the price of white paper. But among the maze of hopeful tempters of disaster there are fifteen or twenty or twenty-five great periodicals which represent the best traditions and the best examples of current practice in magazine editing and publishing, and it is of these that we think in any consideration of the magazine.

What is their significance? Are they a cause or an effect? Are they leaders or followers of thought? How large a place do they occupy among the essentials to life, liberty and the pursuit of happiness? It is not for me to answer those questions-or at least I sensed my own incompetence for the task and so I did

what seemed to me a logical thing to do. I asked the editors of those publications. Not the advertising managers, who would have had their answers all in printed form or at least on the tips of ready tonguesbut the editors. I asked them this question:

"Every successful magazine is successful because its editor has sensed the reader interest of his audience and has built his magazine editorially for that reader interest What has been the policy that has helped most in your success? When was it formed, how was it discovered?"

First of all I want to acknowledge now publicly, as I already have done personally by letter, the interest evidenced by various editors in giving me an honest reply to this inauiry.

First, every able magazine editor recognizes that every individual has two sides to his or her nature. The personal interest side and what the Greenwich villagers call the "escape" side. To put it differently, the occupation and the diversion. Some of our magazines seek to serve the individual in both capacities, some only in the role of diversion and entertainment. But it can be said at once that every magazine that has been

Portions of an address before the Magazine Group of the Advertising Club of New York.

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WHEN Rogers. Lunt and Bowland of Greenfield, Mass., decided to put atmosphere into their flat silver, they retained Samuel Otis to do their advertising illustrations. The result achieved quality—and something more. The silverware has been given a distinct character, and hence a strong appeal. Mr. Otis' technique involves the skillful blending of photograph and air brush in proportions not immediately elear to the easual observer, but which culminate in illustrations quite characteristic of the spirit of our time. The copy carries out the atmosphere of the pictures, and a series of well balanced advertisements results

Lightening the Retail Grocer's Load

A Plan for Financing Futures That Will Distribute Seasonal Burdens Correctly

By Paul Findlay

Since Jan. 1, the private label goods of Sussman-Wormser & Co., wholesale grocers of San Francisco, have been sold on a new plan which provides that the purchasing retailer shall accept a minimum of ten per cent of his order when any of the goods are ready for delivery, and ten per cent per month thereafter until his entire contract is fulfilled. The retailer may draw his quota faster than this if, when, and as he needs supplies.

Each installment is billed when shipped, subject to customary time discount terms. The seller guarantees his customers against his own declines on a basis which protects them in a peculiarly equitable way, ingeniously devised to conform to

economic law.

This is the merest outline of a departure in business practice little short of revolutionary. It is the first step that most certainly will mark the beginning of the end of the jughandled plan hitherto in vogue, under which purchasers of futures operated on a heads-you-win-and-tails-I-lose system, with the packers primarily and wholesalers secondarily sitting pretty on all the advantages.

For the effect of this new deal—which distributes the trump cards evenly to the two principal players—is that the retailer's position is precisely what it would be were he to buy from month to month, plus the advantages that: (1) he is sure of having a supply of high grade specialties, carefully gauged to his probable requirements; and (2) his costs are guaranteed beyond actual or theoretical current stocks.

Under this new plan the retail grocer can devote himself to his proper business of selling goods. He need not watch the market closely. He need not feel anxious about how he is coming out on goods he knows he needs for the foundation—also the superstructure—of really

profitable trade. He now uses his energy working for turnovers, free from anxiety about leftovers. Overload, idle capital and other familiar tribulations of the old style system of distributing futures are eliminated, so far as high grade goods are concerned.

It remains to put staples onto a similar footing; and, because of this demonstration that the "impossible" can be done, I venture to predict that a way to handle staples on about the same basis will be devised rather soon

Primarily. the new system will come into the distribution of staples for precisely the reason that lies back of the present departure from old time ways. It is often called the revolt of the buyer, the buyers' strike; and there has been something of a revolt about the change.

But basically, the change has resulted from the conviction which has grown steadily, eumulatively during the past eight years or so that the system under which the financial burden of carrying seasonal products throughout the year was saddled on the retailer was wrong. It was not merely morally and ethically wrong; it was commercially and economically wrong. That is why it has had to begin to give way before a better system.

As 'the idea of rapidity in stock turn took firm lodgment, the question naturally presented itself: Why should any retailer carry anybody's goods for a single seasonal or annual turn of capital? To begin with, the packers simply shrugged their shoulders. As the question gained insistency, packers began to argue.

"It really can't be done," they said; "and if it could be done, it would not be a good thing for any-body—except the big, strongly-financed concerns. This is because,

you see, small packers have insufficient capital. They can operate only by taking future contracts. Their customers—the jobbers—know they are weak financially, so they buy close to cost. Those packers then have to pledge their contracts with their banks for capital to run through the season; and when their products are ready, they ship, get their money, pay the banks, and shut down until next season.

"Now, if you eliminate those little fellows, there simply will not be sufficient packing capacity in the country. The effect will be to make it pretty soft for canners who are amply financed. They can get rather nice prices. Both grocers and consumers will pay more."

DUT more and more grocers departed from the habit of buying long lines of futures. Then packers began to ask how a new plan might be devised—more or less putting it up to the grocer to point the way. But grocers had troubles of their own; they were not planning anything for anybody else. But at that some of us used to retort like this:

"If the town of Peewaukee, Wis., say, wants a pea cannery, it must feel that such a cannery will be good for the town. Therefore, let Peewaukee find its own funds in the Peewaukee banks. Why should I, a grocer of Kokomo, put my funds behind such an enterprise? I know I have to finance a grocery store if I expect to run one; and I suggest that the canner finance his business himself."

Maybe the final impetus came from the large chain grocery buyers. I know they declared they had quit buying futures for the reason that "it is a game at which we cannot win." If the pack is heavy—which means that the market will sag—we get a hundred per cent delivery. If the pack is short, and we might ex-

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Recollections and Reflections—II

A Pioneer of Magazinedom Was Cyrus H. K. Curtis

By John Adams Thayer

EW men of ideas get anywhere in this world unless they harness power to their originality. Any number of good ideas that publishers have tried in the past have come to lame and impotent conclusions. This, however, is not on account of the ideas themselves being inane, for the same conceptions, tried later with proficient and skilful determination, achieved remarkable successes.

In 1892 Cyrus Curtis conceived a great idea which was to have a farreaching effect, not only with the Ladies' Home Journal, which was his sole publication at that time, but with all other magazines and periodicals. This idea was so to improve the typography of the pages containing advertising that the Journal would be artistic from cover to cover.

It was a simple plan, you may say; but it was not as simple as it looked. Each and every advertiser of that day was primarily interested in forcing the attention of the readers of the publication in which he advertised to his particular announcement by some "unique" display, or with heavy type, borders and cuts.

When Mr. Curtis gets an idea he explains it briefly to an employee and instructs him to work it out in all its detail. If, after a fair trial, the idea proves futile and he decides that its failure was due to the lack of perspicacity of the man, he gets another man. If, however, he decides that the idea was not feasible, he immediately discards and forgets it. Years after he will have only a hazy remembrance of the matter; sufficient, however, to recall that the idea had been tried, but had failed.

As there was no one in Mr. Curtis' employ at the time of which I write who had the knowledge and ability to carry out the plan, he ad-



CYRUS H. K. CURTIS (above) is the subject of Mr. Thayer's second installment of reflections from the publishing world of the era we have just left. Mr. Thayer was associated with him in those days when Mr. Curtis was something of a Don Quixote with the Ladies' Home Journal for his steed. The windmill he fought—and subdued—was a difficult thing, with advertisers protesting loudly when he changed their ideas to suit his conception of an artistic magazine. This picture was taken thirty years ago

vertised for such a man in the *Boston Herald*. It was not a "want ad," so called. Displayed in large type and occupying three inches of space next to reading matter, it seemed to speak to me as emphatically as if it called me by name.

WANTED A FIRST-CLASS MAN

To take charge of the advertising pages, make up and direct artistic composition, etc. Must be familiar with the whole range of advertising business, and something of an expert at devising artistic display.—"The Ladies' Home Journal," Boston Office, Temple Place.

I read and reread that advertisement, revolving in my mind the experiences that had come my way as a job compositor and foreman in various printing offices in Chicago, Boston and New Bedford: the expert knowledge of type acquired in the Boston Type Foundry as manager of the specimen department; the various announcements written and displayed. The conviction grew with every reading of the Herald advertisement that here was the field for which all my varied experiences had been a preparation.

Many answered the advertisement, but I was the fortunate one who got the job. Years later, after my salary had been increased many times from the initial stipend of \$30 a week, the "job" automatically become a "negition"

came a "position."

This is not the place to mention what I did to secure it; the written application, made at the time, is still in my possession. After a number of years' service in the *Journal* offices the advertising files were being emptied one day, and it came to light. Mr. Curtis smilingly handed it to me, saying that perhaps I would like to preserve the document from destruction.

Curious to know at this time why a Boston paper was used, I made the inquiry. Six months before the advertisement appeared in the *Herald*, a young man from that city had called upon Mr. Curtis and made application for a position in the advertising department. There was

[CONTINUED ON PAGE 52]

THE · EDITORIAL · PAGE

Another Opportunity for Cooperative Censorship

THE movement among the manufacturers of infants' wear to define the trade terms in their industry in order to overcome the tendency on the part of some manufacturers and retailers to describe garments as "silk and wool" that are neither silk nor wool, nor yet a combination of these two, is another step in the direction of more honest and believable advertising.

The infants' wear manufacturers might make this step even more effective by going one step farther and handing their agreement to newspaper and magazine publishers and asking that they enforce it against all of those inside the association and those outside, censoring all advertisements that do not conform.

This cooperative censorship by industries as advocated a year ago in this publication (issue of May 19, 1926) still stands, we believe, as the most practical and promising form of advertising censorship. It gives the industry the right to say what shall be censored in the way of trade terms and claims, and furnishes the publisher with practical standards of censorship and with the backing of the industry in applying them.



Thinking from Across the Fence

PHRASE from a letter from a prominent Eastern A banker deserves broad dissemination. Writing of the present business situation and the need for better brainwork in the period just ahead, this banker writes: "We need to do more and better thinking, and more of it from the consumer's side of the fence."

In particular, advertising and sales executives need to do more of their thinking from across the fence. People's ideas are changing, as are their needs and tastes, and unless the executives whose job it is to relate a business to the public by means of sales and advertising are in close touch with the public, that business is bound to suffer. It is more important than ever before for these executives to keep close tabs on the newspapers and mass circulation periodicals that quickly reflect the interests of the average citizens, and either reflect his thoughts or supply them.

The banker mentioned in the opening paragraph reads several papers every day, with rather more care that most business men do, and it is reflected in his knowledge of what is in the popular mind.

@**~**@

Brass Tacks About Farm Buying Power

So much that is purely political is being spread about concerning the farmer's "plight" that the net result is to throw gloom over the entire picture, when the facts do not warrant it.

It is refreshing, therefore, to get a calm, cold business light on the subject from a source which surely must know the farm buying power, if anybody does. Sears, Roebuck & Co., famous mail order house, has completed, through its "Agricultural Foundation." a survey of the purchasing power of farm products.

These facts show that the low peak of the farmer's purchasing dollar was in 1921, when it was sixty-nine cents compared to the pre-war dollar. Progress has been moderate but steady since then, with further progress in sight for 1927. Some farm commodities today buy more per unit than before the war: potatoes, hogs. eggs, butter and wool. Cotton, wheat, corn, hay and beef cattle buy less. Potatoes fetch 55 per cent, hogs 10 per cent, eggs 9 per cent, butter 7 per cent and wool 26 per cent more than before the war. Cotton is down 3812 per cent less, corn 25 per cent, wheat 5 per cent, hay 25 per cent and beef cattle 15 per cent.

Here is a measure of a practical kind, and it lets in a welcome clear light on the mixed-up farm situation. It is far from being a thoroughly discouraging situa-

@**>**@

Advertising's Library

HE announcement of the proposed "advertising 👃 library" at the New York Public Library, under the direction of Harry M. Lydenberg, Chief Reference Librarian, is significant recognition of the important place advertising has come to occupy in the world of business and in the world of books.

The "library" will consist of a permanent collection of advertising books, exhibits and data, and will form a valuable center of advertising intelligence.

Our congratulations to the sponsors.

e≈0

Team Work by Big Advertisers

VE are so familiar with cooperative advertising in many forms that some very unusual, and perhaps even more striking, forms of cooperation are likely to be overlooked.

The Sunland raisin people have arranged a very novel plan for 1927 in conjunction with a number of the leading breakfast food advertisers—Kelloggs, Cream of Wheat, Wheatena, etc. Starting this spring these cereal advertisers will have store displays supplemental to the Sunland raisin displays, linking up their cereals with a "raisins with cereals" campaign. Advertising leaflets will be enclosed in the same packages; window strips for retailers' windows and various other advertising will be undertaken for mutual benefit.

This plan transcends in scope the methods of the Three-in-One Oil, for instance, of including sample bottles in packages of rifles and guns, etc. It is a much more aggressive form of cooperation than has been generally known, although the idea appears to be growing, and has had various lesser manifestations.

It does not take much imagination to realize that there is a very considerable community of interest among various general advertisers—shaving soap, shaving brushes and safety razors, to select but one instance; and there is no doubt that more cooperation will naturally result, sooner or later, in an era when the idea of cooperation is receiving such marked plaudits and successful applications.



© Ewing Galloway

Communities Are Advertising

—and Here Is the Way They Are Doing It. See Complete Tabulation on Page 32

By Donald Jones

Advertising Manager, Honeywell Heating Specialties Company, Wabash, Ind.

S1X years ago representatives of the St. Louis Advertising Club called at the office of Festus J. Wade, president of the Mercantile Trust Company of that city. Two years previously, the City of St. Louis had placed \$25,000 at the disposal of the Advertising Club to be used to advertise the city, providing the club would secure an additional \$25,000 from the business men of St. Louis. The club had been unable to raise the money.

Mr. Wade said, "Well, gentlemen, you represent the advertising talent of the city. You say you can produce \$50,000 worth of returns from this publicity? Here, invite these men to be my guests at a dinner at the St. Louis Club." He wrote down several names. A few nights later, after the invited guests had heard addresses by John Ring, Jr., and other advertising men of the city, Mr. Wade requested contributions. Being a banker, he would accept no promises. "Checks only," he said; "use the back of the menu if you have to." Thus St. Louis was started on the way to a development campaign that has paid for itself many times over. Since 1922, bank deposits alone have increased \$176,-201,420, or 39.41 per cent.

This story set me thinking. One

of my jobs at *The Bankers' Monthly*, with which I was connected until the first of March, was collecting data that would help our subscribers attract new business for their banks. The thought was driven home to me that the development of bank business that is healthiest—and most lasting—is the development caused by an increase of the wealth of the community served, rather than by a mere juggling of accounts from one bank to another.

I spent an interesting morning figuring from The Bankers' Directory the extent to which certain communities have increased their total bank deposits since they started advertising extensively, in a national I found that since 1924, Seattle, Wash., has increased deposits \$23,254,840, or 14.16 per cent; Salt Lake City, \$8,316,040, 12.64 per Tampa, Fla., \$45,828,760, 137.08 per cent, and Norfolk and Portsmouth, Va., \$3,550,550, 5.16 per cent. Since 1923, Savannah, Ga., has increased deposits \$6,669,410, or 8.72 per cent, and in a little more than a year Atlanta, Ga., has increased deposits over seven millions, or about 4.20 per cent. But, to me, the most surprising indication of what community advertising can do. over a period of years, is on the records of the little town of St. Petersburg, Fla. (it used to be a little town!). It has increased its deposits since 1916 by \$30,834,653, or 1,376.15 per cent.

Of course, each of these communities, in the natural course of events, happily situated as they are, would have secured increases in bank deposits without advertising. But a comparison of percentages with the average increase in deposits in similar communities that have not advertised, tells a convincing story.

N the face of things, it appeared Othat communities that were talking the loudest were getting the most attention. I secured from records of the United States Chamber of Commerce a list of some sixty-odd community organizations which were believed to be advertising nationally, or contemplating advertising. Mr. Don E. Mowry, Chairman of the Extension Committee of the Community Advertising Department of the Associated Advertising Clubs of America, checked this list for me and added a few names.

To this list of secretaries of community organizations I sent letters explaining that bankers are continually being consulted by their fel-

[CONTINUED ON PAGE 64]

BRUCE BARTON



ROY 8. DURSTINE $f B_{f p}$ ALFN F. OSBORN

BARTON, DURSTINE & OSBORN

ENCORPORATED

An advertising agency

of about two hundred and fifty people among whom are these account executives and department heads

Tames Adams Mary L. Alexander Joseph Alger John D. Anderson Kenneth Andrews J. A. Archbald, jr. R. P. Bagg W. R. Baker, ir. F. T. Baldwin Bruce Barton Carl Burger H. G. Canda A. D. Chiquoine, jr. Thoreau Cronyn I. Davis Danforth Webster David Clarence Davis Rowland Davis A. H. Deute Ernest Donohue B. C. Duffy Roy S. Durstine Harriet Elias George O. Everett

G. G. Flory K. D. Frankenstein B. E. Giffen Geo. F. Gouge Louis F. Grant Gilson B. Gray E. Dorothy Greig Girard Hammond Mabel P. Hanford Chester E. Haring F. W. Hatch Boynton Hayward Roland Hintermeister P. M. Hollister F. G. Hubbard Matthew Hufnagel Gustave E. Hult S. P. Irvin R. N. King D. P. Kingston Wm. C. Magee Carolyn T. March Elmer Mason Thomas E. Maythem

Frank J. McCullough Frank W. McGuirk Allyn B. McIntire Walter G. Miller Loretta V. O'Neill A. M. Orme Alex F. Osborn Leslie S. Pearl Grace A. Pearson T. Arnold Rau James Rorty Mary Scanlan Paul J. Senft Irene Smith I. Burton Stevens William M. Strong A. A. Trenchard• Anne M. Vesely Charles Wadsworth D. B. Wheeler George W. Winter C. S. Woolley J. H. Wright

New York: 383 Madison Avenue

Boston: 30 Newbury Street



Buffalo: 220 DELAWARE AVENUE

Member American Association of Advertising Agencies Member Audit Bureau of Circulations Member National Outdoor Advertising Bureau

How 32 Communities Administer Their Appropriations (See Page 30).

пом	52 Com	m	ınıı	ies	Α(11111111111111	ster	110	eir	A	ppr	.obi	riat	1011	s (;	See Page 30	<i>))</i> .	
		I	Fund R	aised I	Ву				Purpo Advert o Attra	ising		*Pero	ent Sr	ent In				
Name of Organization	Address	Private Sub-	Subscription from Business Houses	Taxation	Combination of These Methods	Amount of Appro- priation	To Be Spent In	Industries	Tourists	Farmers	Local News-	Other News papers	National Magazines	Farm Journals	Trade Papers	Organization Officers in Charge of Campaign	Advertising Agency	
Phoenix-Arizona Club	Phoenix, Ariz,	-	X			\$76,000	2 yrs.		х	X	2	30	30	10		Pres., 2nd Vice Pres., and Sec'y and Treas.	H. K. McCann Co., Los Angeles, Cal.	
Tueson Sunshine Climate Club	Tueson, Ariz.		х			\$30,000	Each Year		X				100			Pres., 3rd Vice-Pres., Sec., Treas, and Mgr.	H. K. McCann Co., Los Angeles, Cal.	
Los Angeles Chamber of Commerce	Los Angeles, Cal,				x	\$20,000	6 mos.	x					100			Secretary	Smith & Ferris and Dan B. Miner Co., Los Angeles, Cal.	
Oakland Chamber of Commerce	Oakland, Cal.			X		\$25,000	1 yr.	X					100			Publicity Committee	K. L. Hamman Adv. Agy., Oakland, Cal.	
Californians, Inc.	San Francisco, Cal.		х			\$400,000	1 yr.	X	x	×		Un	decid	ed		Secretary	H. K. McCann Co., Los Angeles, Cal.	
Lakeland Chamber of Commerce	Lakeland, Fla.				x	\$116,000	1 yr.	X	x	X	2	8	30	36	24	Pub. Dir., Chr. Adv. and Pub. Comm., Mgr. and Pres.	The Caples Co., Tampa, Fla.	
Mjami Chamber of Commerce	Miami, Fla.			x		\$100,000	I yr.	х	X	X		80	6		2	Dir, of Pub. and Sec. Pub Dept.	Dorland Adv. Agy., Atlantic City, N. J.	
Orlando Chamber of Commerce	Orlando, Fla.				x	\$130,000	1 yr.	Х	X	X	3	15	40	15	27	Advertising Com- mittee of Three	Lesan-Carr Adv. Agy. St. Petersburg, Fla.	
Orlando and Orange County Chamber of Commerce	Orlando, Fla.			X		\$42,000	1 yr.	X	X	х	,	20	20		10	General Manager	Lesan-Carr Adv. Agy. St. Petersburg, Fla.	
Greater Palm Beach Chamber of Commerce	West Palm Beach, Fla.			X		\$34,852	1 yr.	х	X	X		33	65		2	See'y and Dir. Public information	Lesan-Carr Adv. Agy. St. Petersburg, Fla.	
St. Petersburg Chamber of Commerce	St. Petersburg, Fla.			X		\$60,000	1 yr.		X			30	35	12		Vice President	Lesan-Carr Adv. Agy. St. Petersburg, Fla.	
Sarasota County Chamber of Commerce	Sarasota, Fla,				×	\$83,400	1 yr.	x	х	X		15	Ť		†	General Secretary	The Caples Co., Tampa, Fla.	
Tampa Board of Trade	Tampa, Fla			X		\$24,000	1 yr.	x	X	X		35	45	10	9	Vice President	Lesan-Carr Adv. Agy. St. Petersburg, Fla.	
Atlanta Chamber of Commerce	Atlanta, Ga.	γ	×			\$1,000,000	3 yrs.	X				†	†		†	Industrial Bureau	Eastman, Scott & Co Atlanta, Ga.	
Macon Chamber of Commerce	Macon, Ga.				X	\$15,000	15 mos.	X		x			13		80	Committee of Five	Gottschalk-Hum- phrey Adv. Agy., Atlanta, Ga.	
Savannah Board of Trade	Savannah, Ga.			X		\$50,000	1 yr.	x	X			75	some		small	Committee of Three	Dorland Adv. Agy., Atlantic City, N. J.	
Hawaii Tourist Bureau	Honolulu, T. H.				X	\$200,000	1 yr.		x				100			Executive Secretary	H. K. McCann Co., San Francisco, Cal.	
Detroit Convention and Tourist Burean	Detroit, Mich	x	`	λ		\$159,000	1 yr.		Con- ven- tions	•	5	95				Vice President	Campbell-Ewald Co., Detroit, Mich.	
Kansas City Chamber of Commerce	Kansas City, Mo.	λ	λ			\$160,000	Each year for 5 yrs.	X				Un	deeid	ed		President	(To be appointed)	
Ocean City Chamber of Commerce	Ocean City, N. J.		х	х		\$49,000	1 yr.		x			40				President	(To be appointed)	
Albuquerque Civic Council	Albuquerque, N. M.		х			\$59,000	2 yrs.		,				100			Manager	G. Ruehl Adv. Agy., Albuquerque, N. M.	
Portland Chamber of Commerce	Portland, Ore.	`	x			\$85,000	Each year	X	λ	x		60		40		Manager Publicity Department	Crossley&Failing,Inc., Portland, Ore.	
Erie Chamber of Commerce	Erie, Pa.		λ .			\$50,000	3 yrs.	χ.					75		25	Publicity Bureau Committee of Eight	H. K. McCann Co., Cleveland, Ohio	
Spartanhurg Chamber of Commerce	Spartanburg, S. C.	X	x			\$26,000	1 yr.	X	x	x				10	85	Committee of Eleven	Green & Van Sant Co., Baltimore, Md.	
Chattanooga Community Advertising Ass'n	Chattanooga, Tenn	λ	X			\$250,000	5 yrs.	Х	X	χ.	†	†	†			Chairman, Treasurer and President	Nelson-Chesman Co., Chattanooga, Tenn.	
Gateway Club	El Paso Tex.	`	X			\$50,000	1 yr.	χ	X	X			100			Pres., Vice-Pres., Sec'y and Treas., and Pub. Mgr.	H. K. McCann Co., Los Angeles, Cal.	
Salt Lake City Chamber of Commerce	Salt Lake City, Utah		x			\$25,000	1 yr.	х	X			25	50		25	General Secretary	L. S. Gillham, Inc., Salt Lake City, Utah	
Norfolk-Portsmouth Chamber of Commerce	Norfolk, Va.		``	λ		\$300,000	3 yrs.	х.	×	ν.	3	†	†		†	Manager	J. Walter Thompson Co., New York City	
Puget Sounders & British Columbians, Associated	Scattle, Wash.		`\			\$40,000	1 yr.					100				Committee	Botsford-Constantine Co., Scattle, Wash.	
Madison Association of Commerce	Madison, Wis.		x	7		\$2,000	Each Year	X	х		15	60		5	15	Secretary	Miller - Rendatl - To- well, Inc. and W. A. Walker Co., Madison, Wis.	

^{*}In those communities where the entire percentage is not shown, the remainder is spent for other purposes—direct mail, salaries, etc. †Exact percentage to be spent in indicated media not yet determined.

Railway Mechanical Entineer

Railway

Engineering - Maintenance

Railway

Electrical Engineer

Railway Signaling

RailwayAge

What Does a Railway Buy And How Much?

TAKE the Pennsylvania Railroad, for instance. This road, which operates approximately five per cent of the railway mileage in this country, expended in 1926, \$24,000,000 for new cars and engines; \$57,647,206 for iron and steel products; \$13,352,981 for forest products; \$7,867,366 for electrical materials and equipment; \$2,859,447 for lubricating oils and greases, and \$2,844,263 for air brake materials. And this is only one of the railways that constitute the more than two billion dollar railway market.

In reaching this market there are two important problems to solve. First—selecting the railway men who can specify and influence the purchases of your products. Secondly—placing the merits of your products before these men in an effective manner. In solving both problems the five departmental publications that comprise the Railway Service Unit can aid you materially—for each one is devoted exclusively to the interests of one of the five branches of railway service.

Our research department will gladly cooperate with you in determining your railway market and the particular railway officers who specify and influence the purchases of your products,

Simmons-Boardman Publishing Company

"The House of Transportation"

30 Church Street

New York, N.Y.

608 S. Dearborn St., Chicago New Orleans, Mandeville, La.

6007 Euclid Ave., Cleveland San Francisco Washington, D. C. London

A. B. C. and A. B. P.

The Railway Service Unit

Five Departmental Publications serving each of the departments in the railway industry individually, effectively, and without waste

Don't Say England; Say Britain

By Amos Stote

PROMINENT
British advertiser, or rather, the managing director of a well known company producing an even better known brand of products, recently returned an elaborate program of advertising to his advertising agency with but one critical comment.

"Don't say England; say Britain. As from this date please eliminate the words England and English from all of our copy. In any reference

made to the manufacture or sale of our goods use Great Britain, Britain or British. This also applies to our stock phrase which has in the past read 'Made in England.' We request that it now be given as 'British Made.'"

This seems to be a trifling point, until you know something of the background of the situation. At first pause you might imagine such a ruling had no more significance than had those obvious plays for local patronage and popularity which spread over the States a few years ago, when a number of ambitious citizens endeavored to boost their home towns, curry favor with their boards of trade or chambers of commerce, and impress their pride in their communities by using "Made in Kansas City," "Made in Grand Rapids," or wherever was the seat of their plant, in their advertising.

No experienced advertiser ever thought there was any great sales merit for his products, so far as the national market was concerned, in the use of such a phrase. He may have achieved a local prominence, perhaps helped to get himself elected mayor, secured a little more recognition at municipal functions, a friendlier reception at his bank, but as a real national sales force—No.

For the sake of emphasizing the peculiar situation in Britain we might carry the American illustration a step farther. There seems to be no real reason why an Amer-



British Empire Poster painted by Fred Taylor, R. I.

ican manufacturer should, or should not, mention the fact that his goods are produced in Pennsylvania, or Michigan, or Minnesota, as the case may be. Also it would hardly occur to a manufacturer to feature the fact that his factory was located in New England, the Middle States or any other of the larger divisions of the States.

Considering the fact that the island which most of the English speaking world, and probably most of the other tribes and races, think of as England is in its entirety no larger than some of the largest States it might seem there was no harm in holding to the use of the word England, when referring to the place of production of a Britishmade article. But there is.

F you get out the old geography you will find that the island of Great Britain has three principal subdivisions: Scotland, Wales, and England. Geographically and officially Great Britain also includes Ireland, or perhaps we should say in British opinion, though Ireland would hardly accept that statement.

Most of the world outside of Great Britain has little understanding of the present significance of its geographic divisions; which are also divisions, if not of race, at least of temperament and, to a remarkable degree, of speech, but most of all of pride.

These divisions have very great

and very active sentimental values. I am not going to attempt an outline of history, even as it relates to advertising and selling in this territory; but it is important to anyone trading in Great Britain that he be aware of the differences which history has set down on a variety of occasions.

England is not Great Britain. England is not Scotland, or Wales, or Ireland. Taken all together, the four comprise Great Britain. They all ac-

cept that term, though they all speak of themselves according to their "nationality" or "country." No Englishman ever calls himself a Britisher, nor does a Scotchman or Welshman. And no one would dare call an Irishman a Britisher, unless he were looking for trouble. Yet the fact remains they are all Britishers. It is the only inclusive term one can use, and the only one which, applied to the whole group, is not positively offensive. For it does not indicate subjugation, but amalgamation. True, the amalgamation was a rather forced affair, somewhat after the manner in which the Southern States were continued in the Union.

As a matter of fact, the most parallel situation in the States is that represented by the North and South. It is hardly likely that a proud old Kentucky Colonel would thank you for calling him a Yankee. And there you have the meat of the situation in Great Britain.

While Gaelic is being revived in Ireland to some extent, among a few of the more pronounced fanatics, political and literary, language is not usually a great barrier, even among the common people, when it comes to the distribution of advertising and selling matter in any part of Great Britain. We must except rural Wales in this connection, where there are six hundred thousand who do not speak English.

What does offend outside of actual,

[CONTINUED ON PAGE 67]

MORE than 1,100,000 people in and around New York buy The News every morning-in preference to five other morning papers. Every paper has news. Most papers have the same news. Most papers have most of the news. Why do more than a million people buy and read The News?

Every restaurant has food, all kinds of food. One is an obscure hole in the wall. Another is favored by thousands. It isn't food that makes the successful restaurant but cooks and service. It isn't news that makes a newspaper, but the editors, the presentation.

 ${
m N}$ EWS comes to every newspaper in great quantities; is gathered by the bucket, but served by the drop. The News has all the news sources of other newspapers; The Associated Press, whose reports and writers cover the world; The United Press, independent, enterprising, ubiquitous; Standard News, covering suburbs, the City News, which watches New York like a police force; the Chicago Tribune wire services, pouring in special correspondence by wire from thirty large cities in the United States, by cable from a score of offices abroad; hundreds of our own special correspondents, who flash every happening New York may want to know; and our own staff of reporters, experienced men and women whose abilities any paper would be glad to have.

The News gets all the news. And The News prints all the news. Day in and day out for the past four years, The News has carried better than 80% of all front page stories in all New York morning papers. When you consider the number of stories that find their way to the front pages because of the papers' policies, and the number of copyrighted special articles run, this

> average is very high--probably higher than any other New York morning paper's.

> How does The News print the news? Condensation, compression, cutting a story to a statement, re-writing for brevity. Most New York people read headlines; and most New York papers tell the story in the headlines. Why tell the story in captions in a big paper, when it can be told in legible text in a small paper? A newspaper should be a record, not a history. Most people

nowadays are too busy making history to have much time to read it.

ONE thing more—selectivity! The News editors print the news most interesting to most people. After all, real news is only what interests and concerns you. You want to know about other things, but you don't want to know much; a statement, a paragraph, or a headline will do. And by keeping stories short, and the paper small, we have a newspaper that people can really read in the time they have to read it.

Such, in brief, is the news policy of The News. If you don't think that The News carries all the news, make this test—as thousands of News readers already have: read The News first every day for fifteen minutes; then see how much new

news is left in the other

papers.

COULD any newspaper have the largest circulation in America if it wasn't a real newspaper? Would more than

a million people be satisfied with a paper that wasn't a real newspaper. And when a paper satisfies so many people, mustn't it be a good advertising medium? We leave the answers to you.



Entire advertisement copyrighted by The News: Reproduction prohibited

Tribune Tower, Chicago 25 PARK PLACE, NEW YORK

What of the Lists?

A Frank Discussion of Some of the Problems Surrounding the Compilation and Use of Mailing Lists

By Truman G. Brooke

HIS mailing list business puzzles me! I've bought them and I've sold them and naturally I've "been on" hundreds of them. Nearly every day some enterprising but unwise advertiser proves to me, by the looks of the envelope when it finally arrives, that he is still trying to establish my residence at an address all the way from a year to ten years old.

I have heard dozens upon dozens of eloquent speakers emphasize the importance of the list in the direct mail campaign, and they are right. in every sense of the word. stands to reason that a direct mail campaign to be 100 per cent efficient must do three things, speaking from the "mailing list point of view": It must go to all the individuals or the firms who are logical recipients of such mail matter. It must not go to those who are liable to be but very vaguely or not at all interested in the proposition broached; and it must talk to the one addressed in his own language.

Direct advertising has come into its own in the last five years, and today an almost unbelievable sum is expended in the preparation and mailing of matter of this kind. Whither it goes is dependent largely on whether those who compile the lists, on order from the customer, or for their own use, send it! My feeling is that the preparation of mailing lists has by no means kept pace with the preparation of the printed matter to go to such lists. Names continue to be just names; lists are just lists; but direct mail advertising matter has steadily progressed in the general character of its appeal, in the paper stock on which it is printed, in the line of engravings, and inks, and in a dozen other things.

I have talked to scores of advertisers who have purchased, or have themselves compiled, lists. I have some recommendations to make. They may start merely an argument, but of course I should like to feel that they will work toward the good

of the direct mail advertising fraternity.

First, mailing list "counts" must be somewhat standardized. It is at once inconceivable, amusing and perplexing that so many of what may be called "staple lists" vary so much in size throughout the United States.

Here is what I mean. Below you will find some figures representing the counts on mailing lists of dentists in five states picked at random. The latest catalogs of five different firms were consulted. Now, it happens that these five firms, A. B. C. D and E, are among the leaders in this field. They are all nationally known and are in the business of selling national lists. And if you can tell me by what other name a dentist could be known or classified, to account for the difference in the various columns, then "you're a better man than I am."

		DENT	ISTS			Aver-
	A	В	С	D	\mathbf{E}	age of 5
California	3,943	3,230	2,399	3,739	3,026	3,267
Minnesota	1,833	1,670	1,003	1,814	1,410	1,546
Maine	502	418	397	506	422	449
Montana	342	-288	227	317	251	285
Texas	1,511	833	800	1,537	1,099	1,156

Total list 8,131 6,439 4,826 7,913 6,208 6,703

And the strange part of it all is that the same holds true of the butchers and bakers and candlestick makers!

YES, of course, there's a reason. The discrepancy lies mainly in the source of the list and perhaps in the interpretation of the classification. For example, the number of names of retail hardware dealers in Iowa that can be garnered from a 1926 Bradstreet's will vary from the number secured by taking all that show up in a State Gazetteer dated 1924. And again, some list company may have taken the easiest way out and copied the membership roster of the Iowa Retail Hardware Dealers Association, "kidding" itself into believing that that covered the ground. Do you wonder that the counts "don't jibe"?

Second, the purchaser of a mailing list should *know* from whence it sprang. Is there any good reason

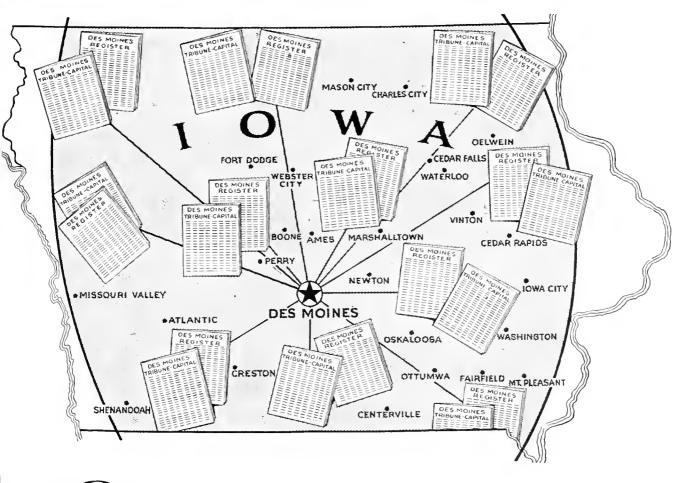
why the animal's pedigree should be so mysteriously kept from its life-time owner? In other words, would it not increase confidence in the completeness and the accuracy of a list, if the nature and date of the reference book, directory, records, or what not, were placed upon it in a conspicuous place, along with the now well known "guarantee"?

THIRD, mailing lists should be L sold unqualifiedly, on a "yearly service" basis. Like the very teeth in our mouths, mailing lists just naturally decay while we use them. True, we "brush them up"—perhaps every day—but for efficiency's sake let us get in the habit of taking the list as purchased, and occasionally corrected, right back to the place from whence it came, with the request that it be carefully checked over and brought right up-to-the-minute. Naturally such service should be paid for generously, for the vital point in the success of direct mail advertising is being dealt with. And if necessary the mailing list company should follow up at desirable intervals—say every year to make sure that the "general overhauling" actually takes place.

Fourth, we must, like the Royal Mounted, "get our man." This point has been stressed before, but I know that it cannot be carried too far. I have concluded, after a number of years of observation, that the piece of mail addressed to some individual in the firm sought out, gets a lot further than that piece sent merely to the bank, or the store, or the manufacturing firm, as such. It can be done, you know, for the advertiser who is willing to pay for the information. But in the eagerness to "get something out" we are, alas and alack, penny wise and pound foolish. Just a list of banks in Massachusetts will do. How much more efficient is the list bearing in addition, the name of the president, or the cashier, to whom the mail may be personally addressed?

"Return postage guarantees" I

[CONTINUED ON PAGE 67]



One Greater than twenty-six

The Daily circulation of The Des Moines Register and Tribune-Capital is greater than the combined circulations of all the twenty-six other daily newspapers published in the twenty-five Iowa cities shown on this map--with 50,000 to spare.

That is why manufacturers select The Register and Tribune-Capital as the key newspaper in the Iowa market. It circulates through the territories of distributors' traveling men in every section of the state, and reaches one of every three Iowa families every day.

Iowa population, 1925 State Census, 2,419,927 (537,-762 families). Ask for new booklet showing number of families and circulation daily and Sunday of The Register and Tribune-Capital in every Iowa county, city and town.

The DES MOINES REGISTER and TRIBUNE-CAPITAL

INDUSTRIAL ADVERTISING

and SELLING

more more

How We Employ Direct Mail Edwin I. Heimer Secretary of the Barrett-

Cravens Company

This department is devoted to discussions and news of particular interest to industrial advertisers. Other articles that apply to both industry-to-industry and manufacturerto-consumer marketing will be found elsewhere in the issue.

OUR advertising appropriation is based on five per cent of the gross volume of business that we expect to do the coming year. If we have done a million dollars this year and expect to do two million next year, we base it on five per cent of two million dollars. That appropriation is then split up among

the direct-by-mail, magazine and printed matter.

Direct-by-mail gets sixty per cent. Thirty per cent is spent in magazines and the remaining ten per cent goes for catalogs, enclosures, and

so forth.

We have various lists, but our most important one is our own list built up from the salesmen's reports and our list that contains the names of the individuals who are directly responsible for requisitioning equipment of our manufacture.

Here are some figures taken from last month's business produced by our direct-by-mail:

N	umber c	•f	Busi-		Per
List	Letters	Cost	ness	Cravy	Cent
125 M	15,000	\$626	\$4,000	\$115	15.5
B-D	50,000	1,904	-8,300		23.0
Users'	-17,000	770	7,000	345	11.0
Ours	50,000	2,000	16,700	743	12.3
Total	138,000	\$5,600	\$38,200	\$1,700	13.4

The first list is a list that we call our "125,000 or over." There are 3100 names on that list. We sent them 15,000 letters, or five mailings, at a cost of \$626, and received \$4,000 worth of business. "Gravy" in our business comes from commissions accruing on orders emanating from territories where there are no salesmen. If we get an order where there is no sales commission to pay, we credit it to gravy, when it is traceable to some direct-by-mail campaign. So we deduct our gravy account from our cost and then we take that as the basic cost of that particular mailing. On this list of 125,000 rating, our cost is fifteen and a half per cent to get business.

That "B-D" means Buckley-Dement —a purchased list. On this list 50,000 letters were mailed out, at a cost of \$1,904, and produced \$8,300 worth of business with only \$400 worth of gravy. The cost goes up very sharply here, twenty-three per cent. One of the reasons is that on this purchased list ratings are considerably lower than on the "125,000" list. Poorly rated concerns do less buying than highly rated concerns.



Next is a list of our own users. We are constantly trying to get repeat business. On mailings totaling 17,000 letters we have \$7,000 worth of business and have dropped the cost down to eleven per cent, which shows that your users are even better prospects (if you have a product that is a repeat proposition) than the prospects you get off of any purchased list.

The last list is our "own" mailing list. That is the one where we are sending our letters to the individuals. When we send a letter to Mr. Gregory, care of Barber-Greene Company, we like to believe that our letter is going to get on Mr. Gregory's desk unopened.

It costs us only twelve and threetenths per cent to secure business from a list of that sort.

Until last year whenever we wanted to send a letter to some list I sat down and knocked it off on the typewriter and sent it out to be multigraphed; paid \$8.75 a thousand to address envelopes, \$8.75 a thousand to fill them in, and \$2.50 a thousand to sign them, etc.—the flat rate all the way through.

Late last year it occurred to me that

I could write better letters and have a more balanced campaign, and consequently get better results, if I tried to lay it out for the

entire year in advance. I went over my lists very carefully, wrote up my letters, took some of the old letters I wrote last year that proved very good, and selected someothers were entirely new, but tested before used. After I had them all ready, I called in all the men from the letter shops and said, "Here are 660,000 letters. What is your price?"

Before we make a mailing of any size, we conduct tests. The letter that pulls the best is the letter that we will send out to the list. If none of the five pulls well, we start all over again. We consider a letter worth using again when its cost is only ten per cent of the gross business produced.

Annual Election by T. P. A.

The Technical Publicity Association announces the following officers for the ensuing year: President, R. W. Bacon, U. T.

Hungerford Brass and Copper Company; first vice-president, T. H. Bissell, The International Nickel Company; second vice-president, B. H. Miller, The Permutit Company; secretary-treasurer, Louis J. Gal-breath, American Brown Boveri Electrical Corporation. The Executive Committee will be made up of J. N.

McDonald, Anaconda Copper Mining Company, and Allan Brown, The Bakelite Corporation-active members-and A. J. Fehrenback, Class, associate member.

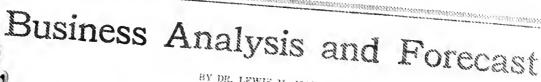
> Harold Paul Sigwalt Briefly Discussed



MY father is a carpenter-a cabinet - maker but he has a great capacity for reading. He has read nearly everything I have written. ever And he says that I would

have made a fine carpenter!

Contests have constituted one of my hobbies. Early in life I started peddling papers and the only reason I found it so much fun was that it



BY DR. LEWIS H. HANEY

DIRECTOR, NEW YORK UNIVERSITY BUREAU OF BUSINESS RESEARCH

Favorable and Unfavorable Factors Affecting Business May Be Summarized as Follows:

or an appropriate the second second

Favorable Factors

1. Easy money will mean Reserve

Unfavorable Factors

1. Declining building activity.

2. Declining commodity prices.

3. Less favorable automobile outlook. 'ow farm prices and poor agricul-"sing power.

mail order sales. out in factories.

wentories.

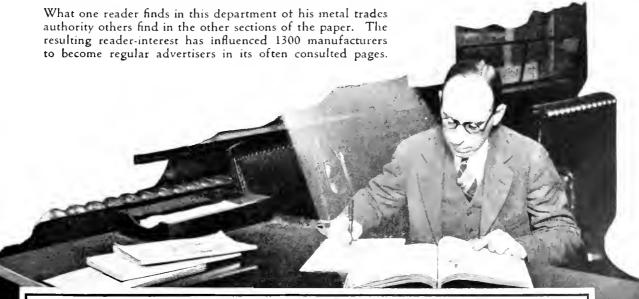
Watched with Keen Interest by Sales Manager Foresight

An outsider often gets a particularly valuable view of business trends. This is especially true when he brings into the analysis such experience and keenness of perception as are revealed by the series of articles written by Dr Haney, Director of the New York University Bureau of Business Research.

The conciseness with which he surveys the broad field of business and applies his findings to the metal trades is a source of pleasure to anyone who has despaired of getting this information quickly and accu-

Readable graphs lay before the reader in a few minutes, information scarcely attainable in similar form elsewhere.

That's why he reads THE IRON AGE



RON AGE The National Publication of the Metal Trades

threw me into a lot of contests, daily and Sunday. Since then I have labored in about 10,498 contests and have won about six, including my wife; which I consider a most remarkable record of achievement,

When I got into high school I worked every afternoon in a circular letter shop and found myself more interested in multigraphing letters than in studying school books. The result was a mark of 50 one month in English Literature and an unavoidable invitation to "stay after school," Instead of the bawling-out which I expected, and deserved, my English instructor convinced me that I was avoiding something I liked better than anything else and that I should start thinking in terms of journalism or adver-That's what led me tising. astray.

I finished high school, but after working nights in a steel foundry during vacation period, I fell in with an advertising agency, and with the exception of a 20-month enlistment during the war. I have been working ever since. In spite of the fact that Bill Wolff, our worthy NIAA president, introduced me as an engineer to the Advertising Commission, when I told that august body, in January,

how to improve schools and colleges throughout the country, I must confess that I have never been inside a college.

I have done my best to uphold the turnover reputation enjoyed by the advertising profession. My first job as an advertising manager, at the age of twenty-one, was with the Federal Motor Truck Co., Detroit; then with the American Optical Co., Southbridge, Mass.; then Jefferson Barracks, Mo., and other coal-shoveling, potato-peeling, floor scrubbing and drilling posts before going abroad (with exactly 85 eents in my O. D.'s) where I wore out three Fords on the roads of France and Germany, helping to put over The Stars and Stripes, the army newspaper. Don't ask Fehrenbach! After the war, a couple of more turnovers, with the T. L. Smith Co. (concrete mixers) and an electric drill manufacturer, who went broke; then finally with the Milwaukee Corrugating Co., where, in addition to my NIAA duties. I have been so sunk with work that I simply can't turn over.

My father will be eighty-four in October. He has all his faculties and refuses to be kidded. During the past year I have tried to show him that by working fifteen hours or more every day I can hold down three positions first, my Milcor job; second, the presidency of the Milwaukee Association of Industrial Advertisers, and, third, the secretary's post in the National Industrial Advertisers Association, which makes it necessary for me to enjoy several days this June in convention

with three or four hundred earnest industrial advertising men (or more, I hope). Still my father, who knows me, is convinced that I should have been a carpenter in spite of everything.



UsesChicago Belting Company Newsy Copy

"A thing we are doing right now, in which you might be interested," writes J. R. Hopkins, advertising manager of the Chicago Belting Co., "is our newspaper style of advertisements. Each one is written in its entirety for exclusive use in the magazine that it goes into.

The advertisement reproduced here appeared in the December issue of Dodge Idea.

Plans Announced for N. I. A. A. Convention

AN Advertising Underwrite Prosperity?" will be the general theme of the Sixth Annual Convention of the National Industrial Advertisers Association, to be held at the Hotel Statler, Cleveland, Ohio, June 13-15 inclusive.

A most elaborate program, general and specialized, has been arranged by George H. Corey of the Cleveland Twist Drill Company, general convention chairman, who will preside as toastmaster at the opening luncheon on June 13. Here a half hour will be devoted to short messages by various men prominent in allied advertising activities, to be followed by addresses by Glenn Frank, president of the University of Wisconsin, and George M.

Verity, president of the American Rolling Mill Company,

The regular business meeting of the association will be held on the morning of the thirteenth, and the usual reports

> and nominations will be made. Following that there will be a general session on the subject, "Advertising Today and Tomorrow." Other general sessions will discuss, "What Advertisers Want in Media," and "Proving the Case of Industrial Advertising." Speakers at these sessions will include: Ezra W. Clark, H. P. Sigwalt, Fred Suhr, W. J. Chardler, J. A. Capron, D. W. Henderson, Bennet Chapple, Allard Smith, Arthur G. Hopcraft, A. B. Greenleaf and numerous others.

> Simultaneous group meetings will be held during the afternoons of the thirteenth and fourteenth, whereat the following groups will meet separately for their own discussions: Group 1, Advertisers; Group 2, Publishers; Group 3, Advertising and Marketing Agencies, and Group 4, Graphic Arts. Each group will have its own leaders and speakers who will be announced later. In addition there will be three luncheon meetings with appropriate speakers, and two round table breakfasts. The convention will come to its final

close in the luncheon meeting on June 15, at which winners of the various prizes will be announced, new officers will be elected and inducted into office, and a summary of the convention will be made by A. R. MacDonald, editor of System.

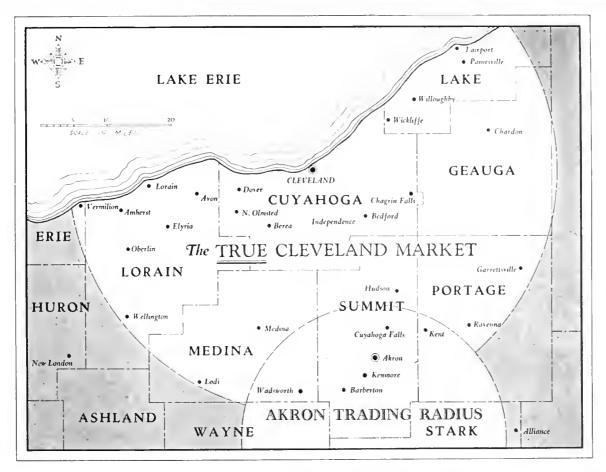
A. N. A. Industrial Features

The program of the semi-annual meeting of the Association of National Advertisers, Hotel Statler, Detroit, May 9-10-11, indicates the increasing attention accorded to industrial advertising by that organization.

The convention will open with an industrial advertising session. The first speaker, Malcom Muir of the McGraw Hill Publishing Company, will speak on "Principles of Industrial Advertising.". He will be followed by C. F. Beatty, advertising manager of the New Jersey Zinc Company, on "Fitting Industrial Advertising Into a General Advertising Plan." Mr. Beatty is chairman of the Industrial Advertisers Committee of the A. N. A. W. S. Lockwood, advertising manager Johns Manville, Inc., will present "An Inquiry Into Business Paper Rates."

Another address that should be of particular interest to Industrial advertisers will be delivered on Tuesday, May 10, by C. F. Kettering, president, General Motors Research Corporation, on the subject, "Can Engineering Principles Be Applied to Advertising?

One of the group meetings on Tuesday afternoon will be devoted entirely to discussion on industrial advertising and business papers.



THE PRESS IS THE FIRST ADVERTISING BUY IN THE TRUE CLEVELAND MARKET!

VHE Press holds that the TRUE Cleveland Market, pictured above, is that territory within 35 miles of Public Square. "Editor and Publisher," The Audit Bureau of Circulations, the Ohio Bell Telephone Co., 22 leading Cleveland retailers, 45 leading Cleveland distributors and jobbers of nationally advertised products, 206 Northern Ohio Grocers, "Cosmopolitan" and the J. Walter Thompson Co., agree that The Press is right.

Recent surveys prove

96.1% of the retail business of Cleveland comes from the TRUE Cleveland Market as defined by The Press. 81.7% of the business of the 45 leading distributing concerns located in Cleveland comes from this same territory. 21 leading retail establishments on Euclid Avenue derive 95% of their patronage from within 21 miles of their stores—91% from Cuyahoga county alone.

Every survey and every unbiased authority bears out this contention of The Press—that Cleveland newspaper advertising does NOT and cannot influence buying outside of the TRUE Cleveland Market—the 35 mile radius of Public Square.

In this area The Press now has 212,215 average daily circulation—a gain of 8,811 new subscribers in six months, and the largest city and suburban circulation ever attained by any daily newspaper in the state of Ohio.

Ask for "They All Say It's True"—a folder brim full of interesting facts about Cleveland marketing conditions.

The Cleveland Press

NATIONAL REPRESENTATIVES:
250 Park Avenue, New York City
DETROIT: SAN FRANCISCO



ALLIED NEWSPAPERS, INC. 410 N. Michigan Blvd., Chicago SEATTLE: LOS ANGELES

LARGEST IN OHIO

FIRST IN CLEVELAND

The 8pt. Page Odds Bodkins

PERUSING Charles Edward Russell's life of Julia Marlowe last evening, I came across this paragraph in a chapter dealing with Sarah Bernhardt:

A little later when she (Sarah Dernhardt) has counseled young actors to study attentively the work of Lucien Guitry because he is faultless in utterance, she says that they will then understand 'how the time devoted to the preparing of a single phrase is often the touchstone of an entire state of mind, and of that phrase they will find that the tonic accent on a single word is the power that lights up all for the audience."

The time devoted to the preparing of a single phrase is often the touchstone of an entire state of the mass mind about an advertised product or service, also.

In fact, if we as advertising men and women would devote most of our time to thinking out single phrases instead of to writing copy, our power to influence the masses would be doubled or trebled, I believe.

Consider the forcefulness of the phrase—for it was hardly more than that—which Macy's ran in full-page space in the New York newspapers the first of January: "No one is in debt to Macy's."

There was a small block of "copy" down in the lower right-hand corner of the page. But it wasn't necessary; the phrase said it all.

-8 pt.

It is really amazing how difficult it is to keep anything simple. It is so difficult that I have found myself won-

dering of late if about seventenths of genius, whether in art, advertising or administration, isn't the courage to keep simple.

How often, when we meet a really big man, our first reaction is, "How simple he is, for all his greatness." Whereas we probably should be thinking, "How great he

is because of his simplicity."

An artist creates a picture that flashes its story—even in sketch form. But by the time it is finished, the "suggestions" of the client and everybody around the agency who happens to see it, fill it

up so completely that it turns from a picture into an illustration, characterized by mediocrity.

A piece of copy is written that tells the simple truth in a simple way. Short, sharp, picturesque, of a length to be set in 12-pt leaded. But by the time the extra ideas are added, to bring out this, that or the other point, it has lost all of its simple spontaneity and is reduced to the commonplaceness of 10-pt solid.

The president develops a new policy—simple, clean cut, understandable. But before the purchasing agent and the sales manager and the treasurer and the advertising manager and the vice-president and the president's secretary and a few of his well-meaning business friends get through adding refinement and embroidering it with system and complexity, it has lost half of its appeal and two-thirds of its effectiveness.

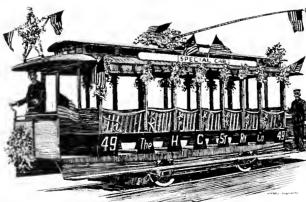
Yet in each of these three cases it is the "practical considerations" that work the ruin. It takes a big man to look "practical considerations" in the face and refuse to be frightened by them.

Write it down on your desk blotter: The courage to keep simple is the courage that leads to greatness.

-8 pt.-

What memories come rushing from those dim recesses of the mind where yesterday's events are stored at sight of this trolley car from a recent Bridgeport Brass Company advertisement.

The picnic at Orange Lake. . . . Stanley Hull falling out of the row boat before lunch. . . . Hard-boiled eggs, pickles, sandwiches, watermelon.



. . . Root-beer . . . Merry-go-round. . . . Swings. . . The skinned knee. . . . One band concert. . . . Home at dusk, riding on the running-board—for the first time. . . . Putting the trolley back on the wire for the conductor while everybody giggled in the



dark. . . . Probably the trolley wheel was of Bridgeport Brass. Anyway, it sparked something wonderful.

--8 pt.--

Even the theatrical stars are turning to direct mail these days! I am in receipt of a note, printed in typewriter type in blue, and bearing a facsimile signature:

Dear Friend:

I am opening at the Winter Garden, March 21st, for a short engagement. Drop in and hear some great songs. Haven't been on Broadway for a long time. Will be happy to know you are there.

Sincerely,

Sophie Tucker.

With a 5.50 unit of sale, I wonder why the theaters don't use direct mail more.

-8 pt.-

In comment on Earnest Elmo Calkins' article mentioning the failure of retailers to take advantage of manufacturers' advertising, E. Melville Price of the national advertising department of *The New Yorker* relates an interesting incident.

When he was living at Cambridge, Mass., Mrs. Price called at our neighborhood grocery and

asked for a can of Del Monte spinach. The grocer said he was sorry but he was out of it, that he carried it in stock but for some reason he had experienced a regular run on Del Monte spinach for sevcral days.

"Don't you know why?" asked Mrs. Price.

"No," said the grocer.

"Because there is a color page in the Ladies' Home Journal advertising a new recipe."

"The grocer was very much surprised," commented Mr.

Price, "as in previous talks I had had with him he had assured me he never could trace any results from manufacturers' advertising."

What a simple object lesson!

Add: Triumph of the specific in advertising.



FORCEFUL EDITORIALS

Deal in one subject only.

They state the premise—the facts—the deductions.

SUCCINCT — CONCISE — CONCLUSIVE

THE HOUSE BEAUTIFUL

Deals in one subject only.

The house—its construction—appointment—orientation.

Complete — Helpful — Authoritative

The advertising of building equipment, furnishing decorative and garden materials in a medium so directed towards a single objective—a beautiful home—produces the highest possible return in proportion to total circulation.

Advertising rates are based on 80,000 circulation Net Paid (ABC) with a bonus in excess of 10,000 more.

BUY ON A RISING TIDE

THE HOUSE BEAUTIFUL PUBLISHING CORPORATION

A Member of the Class Group

8 ARLINGTON STREET

BOSTON, MASS.

What Does the "Eating Out" Habit Mean to the Food Advertiser?

[CONTINUED FROM PAGE 20]

dark ages of 1910. And, since 1910, there have been hosts of women who have entered other vocations.

I T is obvious that thousands of these women have found that the extra cost of meals out can be more than covered by their own earnings in time formerly given over to cooking and housework. But it is claimed by some that many of the women who still stay at home are convinced that eating out is about as cheap as eating at home. It is so simple! There is no marketing, no left-overs to be considered, no waste of food due to spoilage or injudicious ordering. On top of these all it hardly seems as though the restaurant charges grew quite so strikingly as the cost of food when bought from the grocer. If the food prices in New York City on January 1, 1915, be rated at 100, it will be found that by the first of 1916 the figure had risen to 109; in 1917, 142; in 1918, 164; in 1919, 181; in 1920, 198.

During 1920 we noted the marked acceleration in the establishment of new eating places. Perhaps buying food in the groceries had become too discouraging! Since then the prices for food have been coming down, but

eating out increases.

Prohibition is also credited with its share in the change. No less an authority than Dr. Frank J. Monaghan, Health Commissioner of New York, has said: "In my opinion the great growth of the number of popularpriced restaurants in New York City and, in fact, of restaurants of all kinds, is that they furnish places of resort as substitutes for the saloon. The people must go somewhere, and the saloon was a meeting place. Many persons got into the habit of frequenting saloons because of their desire to see friends and to find some phase of life which stirred and interested them. They are now getting into the habit of going to restaurants and tea rooms and such places, not for alcohol, but for good food and pleasant surroundings. Many of the restaurants are very elaborately fitted up and are attractive to all classes and certainly they have no objectionable features. The number of such places where excellent food is served in surroundings healthful and pleasing is increasing and, of course, there is considerable competition among them to make themselves attractive to the general public.

The belief that prohibition boosted eating out is verified in part by the growth of the variety and quantities of sweets served in many of the newer eating places. The soda-fountain lunch counter has become a pyramid of car-bohydrates. It may be significant that French and Danish pastries are foods most prominently displayed. Prohibition is said to have developed the "sweet tooth" far beyond its former capacity.

When the various types of eating places are set down in front of us, it is apparent at once that here is diversity far beyond that met in the easy classification of homes as rural or urban—low class, middle class, and high class. Notice the different pictures that flash in your mind's eye as you read over this list:

Dining cars Dining cars
Tea rooms
Drug stores
Y. W. C. A.'s
Golt Clubs
City Clubs
Candy stores
Houses where motor
tourists are accommodated
Holesin-the-wall food commodated Country Cin Hole-in-the-wall food Fraternal C stands in cities tions Railroad stations Wayside Arm-chair lunches stands Cafeterias in manu- Railroad s facturing plants Fruit stores Camps Boarding houses Fish market restau-rants
Bakeries with lunch counters Chinese restaurants

Wagon lunch College dormitories, fraternity houses, eating clubs Steamboats
Bars
Cafeterias in Public notor Schools ac- Y. M. C. A.'s Country Clubs Organizaeating sandwichmen men Hospitals Oyster Bars Vegetarian restaurants Hotels Armenian restaurants Insane Asylums Boarding Schools

THIS list tells in its own way how eating out has spread, for twenty years ago many of the types of eating places on the list were not in existence, or had not yet added the serving of food to their other retailing functions. To hand such a list over to the average grocery salesman is to put him up against types of buyers whose outlook and requirements are different indeed from the retail grocers on whom he has been calling.

The consumption of food in many of these outlets, however, is so great that it is worthwhile to send some one to call on them. The grocer cannot always do it. The task falls on the

wholesaler or the manufacturer.

The factors which come up in approaching this diversified market are numerous. This is obvious from their differences in menu, patronage, prices, management, and other variations.

There are several points to be con-

(1) Fitting the sales talk to the outlet. If the salesman is to call on all types of eating places he will need a nimble mind and an understanding of the different requirements encountered.

For example, dietetic values, cleanliness, and purity may be major factors with the food buyer in the hospital, while they are only incidental with the stand-up lunch counter in the drug store. The druggist will ask if the product will store easily in his limited space. Can his fountain men prepare it properly and instantly?

The druggist, a great handler of advertised goods, may warm up to any plans for advertising which promise to help bring demand to him, while the hospital buyer would not find such talk

at all interesting.

I was talking recently with a salesman who specialized in selling to club stewards. According to his experience, one of the easiest approaches to this buyer lay in the direction of suggesting new dishes, practical innovations in the menu. This salesman had a product which could not be utilized as an ingredient to make various dishes. There was no reason why the club stewards should prefer his brand to any one of several others. But the salesman had collected menus from hundreds of clubs and had otherwise equipped himself to help out the steward who had the same old problem as the woman at home, namely, "With a thousand different meals to prepare during the year, what will I give them

Suggestions as to menu and new dishes will help the salesman with many types of eating places. On the other hand, he must be careful not to suggest innovations of a too radical nature. The food purveyor will not welcome him on the next trip if the experimental dishes have failed to please customers. Since waiters cannot always describe the new dish, the name of it should explain itself or be described to the waiters in a few easily remembered words, before it is actually put on the

menu.

ALK about profit will be more important to the middle-class restaurant than to the exclusive country club. Cost may be quite a consideration to the penal institution but nothing at all to discuss with the high-grade hotel. The requirements of a home for the aged may differ greatly from those of an orphan asylum.

The salesman who must call on many types of eating places can soon find out the different approaches to use. His own common sense and reasoning powers ought to be enough to get him off to

a fairly good start.

(2) Have appropriate units of sale. Some types of eating places can use large quantities quickly. In some cases a cheaper form of container may be used, the buyer to get the saving. Or he may buy in bulk in the barrel a commodity which ordinarily is sold in more expensive containers.

In many cases the "keeping" qualities of the large quantity must be carefully

considered.

(3) The method of selling should be clean cut. The manufacturer may sell direct, disregarding the wholesaler, or splitting the profit with him. The splitting the profit with him. The wholesaler may sell direct, disregarding the retailer, or giving him some or all of his normal profit. And, of course, the grocer may do the selling himself. In any event, the method to be followed should be settled and car-

"When a new job comes up—"

"When a new job comes up in the shop requiring new machinery, it is always customary for us to go through the advertising pages of the 'American Machinist' for names of machines that we feel might do the work."

That is what the Works Manager of a large manufacturer of railways equipment states in a recent letter.

"It is from your advertising section with its fine illustrations that we get most of our ideas for new equipment," remarks the Mechanical Engineer of a leading automobile manufacturer.

Such comments as these define and emphasize a fact well-known in the metal-working fields—

That the American Machinist is the leading authority for the men who plan and buy.

We have specific data showing how the American Machinist can extend the boundaries of your market and facilitate your selling.

May we send details?

Anerican Macinist

A McGraw-Hill
Publication -ABC ABP

Tenth Avenue at 36th
Street -New York



THE NEW TEST

THE NEW TEST

We wouldn't need to run this column if you had been "in" on a recent discussion. The sales manager of the Russian Oil Company of Boston was attempting to hire a certain salesman. "Do you advertise in DRUG TOPICS?" inquired the salesman. "I know from past experience in selling the trade that I will be able to roll up a much better volume for you, if you do!"

MAC SAYS: "ADV. DON'T PAY!"
Here's why: We went and said a lot of
nice things about that Rio Rita show in this
column on February 9th, and the net result
was a "Thank-you" note from the press
agent—nary a complimentary paste-board.
Mac is sore—says A&S doesn't bring
results. results.

THE LINE-UP

DRUG TOPICS	52,796
RETAIL DRUGGIST	41,833
DRUGGISTS' CIRCULAR	17,583
PHARMACEUTICAL ERA	15,000
BULLETIN OF PHARMACY	14,785
AMERICAN DRUGGIST	14,200
And DRUG TOPICS rates are based	d on a
circulation of 43,562—a bargain bu	y that
won't last forever.	

DRUG TOPICS "WORKS WHILE YOU SLEEP

Here's one we got the other day-

"Would you please advise who the distributors are on the Pacific Coast for the following articles:—Ansonia Square Clox, page 12, March DRUG TOPICS; New Haven True Time Tellers, page 224, March DRUG TOPICS; WDC Thorobred Pipes, page 253, March DRUG TOPICS." Ambassador Drug Co., 3188 W. 8th St., Los Angeles, California.

Can advertising do more?

UNSCALABLE HEIGHTS

A manicurist's knowledge of life.
Babe Ruth's idea of distance.
A press agent's candor.
A perpetually tardy employee's supply of explanations

explanations.

A stamp-selling, telephone-obliging drug-gist's tolerance.

A chorus man's estimate of his importance.

An office boy's supply of brink-of-the-grave

DRUG TOPICS dominance in the drug field.

WHAT'S THE USE

Appaiently we let down our guard when we published a story in April DRUG TOPICS about a Pittsburgh druggist who sells canary birds in his store.

"That's nothing" writes in a hard working pill roller.

pill roller.
"Tve been selling birds in my drug store
for years—and 'Solomon in all his glory
was not arrayed,' as some of them!"

PRETTY NICE, EH?
Here's an except from the "SUNDRY CHANGE SHEET" dated March 18th—a mimeographed bulletin issued to their salesmen by the J. W. Crowdus Drug Co., Dallas, Texas:

"DRUG TOPICS for March is out. It is a very interesting edition and trust that you will take time to go through it carefully. The outstanding feature is the SODA FOUNTAIN, and you will note several articles upon the different phases starting with one by McQuade on the soda fountain as a "Sales Builder," page 35. Others will be found on pages 58, 72, 80, 83, 91, 102, 109 and on page 3A of our own copy we are featuring Goldenmoon Famous Chocolate.

"Pages 170 and 171 illustrate the Arnold Disher, and note the point of superiority over other dishers in the short shank, giving

greater leverage and strength. This is a new number which we now have in stock at \$2.25.

"Other items featured that we are giving attention to are, Djerkiss Talc Deal, page two—Osborn Brushes, page 21—Amity Key Chain, page 25—(many items mentioned) and Miller Bathing Caps, page 136. Concentrating on these items and merchandising the ads in DRUG TOPICS for the next two weeks would result in some nice business. Let us go after it."

POOR GIRLS!

THE feminine members of the TOPICS family suffer great temptation. Just imagine being expected to do an efficient job of checking proofs, indexing pages, and filing advertising copy, with beauty hints abounding in every printed and typewritten line. Never were love and duty involved in a more heart-rending struggle than in our own office.

CUT RATE?

Clarence Darrow says the stuff that man is made of can be purchased at any drug store for about 95 cents, but he failed to stipulate the kind of drug store... cut rate or regular?

GLAD THAT'S SETTLED

So many of our friends have asked from time to time about the number of druggists located in the larger cities that we made a statistical compilation. Here are the

The average number of druggists in towns of 50,000 or over is 424

TELL YOUR NEIGHBORS

50% of the Nation's drug stores are located in towns of ten thousand or less.

POSSIBLE ADDITION
Whether or not the Federal Food and Drugs
Act is to be revised to inflict a penalty on
the drug clerk who swipes his boss' copy
of DRUG TOPICS, is yet to be decided—
we're receiving lots of complaints.

PATIENCE, PLEASE!

That druggist who fails to appear behind the counter the very instant a customer appears before the counter, is undoubtedly in the back of the store reading his direct mail literature. Investigation shows he receives 103 pieces every two weeks.

EIGHTEEN SIXTY-SEVEN

What we consider to be the most accurate list of chain drug stores in existence, just completed and verified by our Research and Marketing Department, totals 1867.

BIGGER 'N' BETTER

-saying which, we proudly send to press the May issue of DRUG TOPICS with over 200 pages of advertising from the leading firms selling the drug field, every page of which has some bearing on "life, liberty and the pursuit of happiness!"

DrugTopics

The National Magazine of the Drug Trade TOPICS PUBLISHING CO., Inc.

> Also Publishers of WHOLESALE DRUGGIST, DISPLAY TOPICS, DRUG TRADE NEWS

291 Broadway, New York Atlanta Chicago St. Louis Boston Cleveland San Francisco ried out on a clear-cut basis, avoiding

(4) Special price or other conces-A waiter told me one day that the restaurant proprietor got a certain ginger ale and a certain mineral water at prices which apparently did not cover the manufacturing costs. The advertising value of having these beverages on the menu was highly valued

by the manufacturer.

The manufacturer who sends salesmen to call on restaurants will soon find out what the general practice is in his line. He will get his own answers to such questions as: Should the restaurant be given wholesale prices? Are there customs in his field which make the usual terms seem unfavorable and a major obstacle to effecting sales?

- (5) Consider individual packages. There are now many single-serving packages. They are used for such products as Wheatsworth Crackers, Kellogg's Corn Flakes and for tea balls. Such packages are convenient for the restaurant, they keep the goods fresh, they have advertising value both for the manufacturer and the eating place which uses them.
- (6) Apply advertising. The restaurant keeper's problem is, in a certain sense, the same as the grocer's. He must provide acceptable foods for his customers. The advertised foods which the grocer finds so salable should, in many cases, prove an equal attraction for the restaurant man. Certain foods have got their names on the menus; there seems to be no reason why even more brand names should not greet us as we sit down in a strange place to order a meal.

WHICH would the average customer order quicker: "Bacon and Eggs" or "Beechnut Bacon and Eggs"; "Coffee" or "Maxwell House Coffee"; "Baked Beans" or "Heinz Baked Beans." Few brand names now adorn Beans." Few brand names now adorn menu. It would be an interesting experiment for a restaurant to supply well-known brand names wherever possible.

Most of us have seen the restaurant act as a popularizer of a certain brand of food. The Sanka Restaurant must have greatly accelerated the sale of Sanka Coffee. In other cases restaurants have been established or sub-sidized by the food manufacturer to introduce new products which he has added to his line.

This matter of brand protection in restaurants is something for the food manufacturer to think about. If onefifth of America's meals are eaten away from home in places where brand identity is lost, the unconscious feeling may be built up that good dishes of all types may be made from almost any kind of raw material which may come to hand.

It is asking too much of a hotel manager to request that he mention the brand of flavoring he uses, but there are other cases where the mention of an advertised brand name on the menu would help both the eating place and the manufacturer. For people who eat outside are reading food advertise-ments every week. The foods which are most acceptable to people in their own homes should prove most acceptable in the restaurant as well when they happen to eat out.

KNOWN MERIT



ANNE RITTENHOUSE

Fashions



Here's an Easy One

THE EXPLOSIVES ENGINEER

MEMBER A. B. C.

Question:

What will be the best buy for Industrial Advertisers in June?

FORERUNNER OF PROGRESS

Answer:

A Ticket to Cleveland*

IN MINING & CONSTRUCTION

*The Sixth Annual Convention and Exhibit of the National Industrial Advertisers Association will be held in Cleveland, fune 13, 14 and 15. The convention program on page 40 of this issue of Advertising and Selling proves beyond peradventure that the above answer is correct.



Qualifying a "Foreign Corporation"

[CONTINUED FROM PAGE 22]

liant governor with veto power. Usually the result is that we have one more regulation over foreign corporations getting, too, one step farther

from uniformity.

The first purpose of foreign coporation laws was to protect citizens from unlawful and dishonest companies. The old law was that a coporation could be reached by the process server only at its head office. A state's court could not acquire jurisdiction or render a judgment against a corporation of another state. This was a strange perversion of justice. A creditor could not bring suit in his home state! This condition was the first to be righted by the foreign corporation laws. It was, in fact, the original reason for all our present complexity of laws on this subject.

THIS wrong was corrected by requiring every foreign corporation to appoint a "legal agent for service of process" within the state. Such a provision has now been adopted by every state except Tennessee (and Tennessee requires an office within the state). As a next step, the foreign corporation was obliged to file a copy of its articles of incorporation; many states demand by-laws and similar papers. The corporation was obliged to make formal application for domestication, included with which was an assent to the state's laws. To this extent, uniformity prevails. There is not, however, uniformity as to the details of the application. In some states formal assent to the laws is demanded in the form of a resolution from the directors. Annual reports next developed. Originally, and for many years, these were nothing but a bringing up-to-date of the application—an annual correction of directory-like information.

So long as these simple requirements prevailed, it mattered not greatly whether a corporation qualified or not. Neglect was not serious, except for

common carriers.

The revenue-raising concept had not emerged. There were filing fees of \$1 to \$5, with occasionally fees as high as \$50. These filing fees became the perquisite of the Secretary of State (or his equivalent). The purpose of regulation was to obtain justice; the fees were light. Laws were loosely drawn: enforcement was lax.

drawn; enforcement was lax.

All of that was before the day of the revenue concept. When corporations of the "trust" type appeared in industry, their huge capitalization tempted taxation. Law-makers had been indifferent to the corporations that might victimize their citizens and slip out of the state when trouble was threatening, but when those same corporations offered a chance for big fees, efforts to protect the dear public took on new fervor.

Development was swift, urged by the growing need of the states for revenue. Today the regulation of foreign cor-

porations is intertwined with taxes. For the corporation obliged to comply, the tax looms larger than the regulation—although with most states, regulation has become more stringent and the requirements more detailed; so numerous that corporations must be eternally vigilant over trivial formalities

The requirements for qualifying in the states fall into two groups: the initial and the annual. Originally, before fees became the chief item, the initial requirements were almost the whole story. In those days, the annual report was little more than a certificate of the corporation's officers for the new year. The fees seldom exceeded \$10 per year. At present, however, the initial requirements have grown; but their burden is as nothing compared to the annual. The latter demands complete analysis of the previous year's business volume, schedules of property changes during the year, and in about a dozen states, it includes a state income tax report.

The initial requirements begin with formal filing of the corporation's charter. Often the by-laws must accompany this; certain resolutions or affidavits are demanded by a few states, chief of which are a formal assent to the laws of the state and antitrust covenants. Occasionally an agreement not to shift the venue of any suit from state to Federal courts.

In most states, the next requirement is a detailed report of the corporation's capital structure, plus estimates of the volume to be done within the state, or the amount of property to be owned therein. Coupled with these are similar schedules for the corporation's entire activities, for the reason that many states base their fees on the proportion of business done, property used, capital stock employed, etc., within the state. They are maddening in their insistence on complete details. The computation of their ratios is a complicated problem in algebra—they demand as many "unknown quantities" as possible. Probably no other item causes corporations to hesitate before domesticating much as this one does.

CERTIFIED lists of directors and officers are demanded. To this there is not much objection. A couple of states require names of all stockholders living within the state and the amount of their holdings.

The corporation must make formal application for admission. It must appoint within the state a statutory agent for service of legal process. It must also, in nearly every state, file an "irrevocable appointment" of some state official (usually the Secretary of State) as statutory agent for emergency service of legal papers. This appointment, in effect, provides that if the corporation's agent cannot be found the process server may leave his papers with the Secretary of State,

Park Av. Spends \$280,000,000 on Luxury Yearly

From New York Herald Tribune Jan. 27th. 1927

The association has just completed a statistical research into the resources of Park Avenue and has come to the conclusion that the 4,000 families living between Thirty-fourth and Ninety-sixth Streets spend \$1,096,107 a day and approximately \$280,000,000 a year for comparative luxuries.

To the heads of one thousand of A letter to five thousand men shown to average \$75,000 a year, New York, Chicago, Philadelphia, Judge?" Of all who have replied club members, showed thus far

55.3% read Judge

these families whose incomes are listed in the Social Registers of we wrote simply "Do you read Boston and Detroit, as leading

58.7% reading Judge

This merely confirms a number A letter to twenty-five hundred of similar tests. For example, a members of the Yale, Harvard, letter to a thousand directors of Racquet, Union, and Bankers' ten or more corporations showed Clubs of New York showed

58.1% reading Judge

68.7% reading Judge

Has your article the qualities for this kind of an audience?

Judge

Advertising Management of

E. R. Crowe and Company, Inc.

New York

Chicago

A newspaper's obligation to its advertisers is to present the advertiser's message to the Buyer.

The Brooklyn Times delivers eighty percent of its circulation directly into the home by its own carriers.

Largest net paid circulation of any Brooklyn newspaper Largest linage gain of any Brooklyn newspaper for 1926

The Brooklyn Paily Times

Member A.B.C.

Present Net Paid First Week in April Over 90,000

Representatives

Lorenzen & Thompson

NEW YORK CHICAGO
SAN FRANCISCO SEATTLE

ઌ ૡૢ૿ૡ૱ૡૡૡૡૡૡૡૡૡૡૡૡૡૡૡૡૡૡૡૡૡૡૡૣૡૣ૱ૣૣૣૣૣૣૢૢ૽૾ that service constituting full service on the corporation. In effect, this means that a corporation, once domesticated in a state, can never escape the courts; even if it withdraws from the state, the irrevocable appointment continues.

No mercy is given the corporation that omits this primary protection to the claimant. A discomfiting (for corporation managers) case arose recently. A corporation was doing business without having appointed a "statutory agent" within the state. A citizen claimed to have been injured by one of the company's employees and brought suit for damages. The corporation, having made no provision for service of process, received no notice of the claim and judgment for the sum claimed was rendered against it by default. The corporation afterward alleged that it knew nothing of the claim or the suit. Yet, when it sued in a higher court for a re-opening of the case, the court held that the corporation was utterly defenseless; that it "could easily have protected itself against such judgment being rendered against it without notice, by complying with the laws . . . but this court cannot relieve it from the consequences of its own neglect."

THUS, for failure to appoint a statutory agent the penalties are severe. The corporation's contracts are usually invalid. Nor can they be enforced, for the corporation's benefit, in the state courts. Fines, mounting into thousands of dollars, are levied, these often accruing cumulatively for each business transaction and for each day or each month of non-compliance. Fines, furthermore, are laid on the officers responsible for not complying; and also on each employee who transacts, or tries to transact, business for the de-faulting corporation. Stock-holders (sometimes directors and officers) are made personally liable for debts and contracts. All these dire things flow from a matter so innocent, on its face, as failing to name a resident agent for the convenience of a deputy sheriff. Close to a dozen methods for calcu-lating this initial tax are found. Its amount runs from \$2 to \$5,000. It is impossible, however, in a brief space to make any estimate of the amount a make any estimate of the amount a particular corporation must pay without knowing many facts about it—the fee is based on capital stock, annual business volume, value of property, net income, corporate excess. Some states levy on the corporation's total of such items; others only on the pro-portion thereof within their own bor-ders; others, still, name a flat fee re-

ders; others, still, name a flat fee regardless of size.

The annual requirements follow rather closely the initial. Fundamentally, the annual is a device to keep up-to-date the initial. If the initial is simple, as with Georgia, the annual is similar; that state demands only the name and address, with the names of officers. Its fee is also simple. Another group (as California, Massachusetts, New York, Ohio, Pennsylvania) demand most elaborate schedules and most yolumineus supporting data.

most voluminous supporting data.

Annual fees are imposed for filing these reports. These, originally, were nominal. With some states, today, they mount into thousands of dollars for a large corporation, or for one doing a real volume of business. Like

all taxing of today, the levy has a habit of making repeated approaches. For foreign corporations, accordingly, the filing fee of each year is but the beginning. It is followed by an annual franchise, or license fee, or excise tax, that may run to equal size; then comes a state income tax, ordinary local property taxes, etc.

erty taxes, etc.

With the annual report, delay or neglect is more serious than the exactions. The states, as a rule, provide penalties of fines. Not contented with these sanctions, it is customary to provide that failure to report at the stated time, or pay the tax when due, works an automatic forfeiture of the right to do business; subsequent contracts are invalid benefit, arbitrary taxes are levied; etc.

In California, for instance, some 36,000 corporations are liable to render these annual reports. In the present year, the due date was Feb. 5, at 6 p. m. On the following Monday morning, as provided by law, forfeiture of the right to do business in California was certified against 4500 corporations. This is rather more than usual, but over a period of years the average has run to 3000.

Nor is forfeiture a light matter. A fruit company sold 330 boxes of grapefruit for \$1,171. The purchaser did not nay; suit was brought for the

grapeiruit for \$1,171. The purchaser did not pay; suit was brought for the price. The jury brought in a verdict for that sum. The Supreme Court, however, calmly set aside the verdict. It held that the contract of sale was unlawful and the account not collectible, simply because the fruit company had been eleven days late in filing its annual report with the Secretary of

State.

A N extreme case arose in Illinois, where a Minnesota corporation (The International Lumber Co.), with \$4,000,000 capital stock, was doing a small proportion of its business in Illinois. The lumber company had properly domesticated in Illinois, but one year, neglected the filing of its report at the right time. The Illinois statute provides that such a failure adds a penalty of ten per cent to the tax due, plus a flat fine of \$1,000. The law, furthermore, requires the Illinois Secretary of State to arbritrarily set the assessment for such a delinquent, that assessment to be final unless the corporation itself files a proper report within 75 days of the original due date.

within 75 days of the original due date. This second option, also, the Minnesota corporation neglected to exercise. The State of Illinois, therefore (this is usually the custom in such cases; sometimes even the law's provision), fixed the assessment on the entire \$4,000,000 of authorized capital stock.

Had the corporation filed its report when due or when permitted under the optional date, the assessment would have applied only to "the proportion of its capital employed within Illinois," which, in this instance, was about eight per cent of the total. The resulting annual franchise tax to Illinois, which should rightfully have been only \$86.65, was, with the penalties and fines and with the ninety-two per cent additional assessment, \$2,620. It fought the levy in the courts; but, in the end, it paid the \$2,620 with costs. Again the courts told the delinquent that courts are not established to "relieve corporations from the penalties of their own neglect."

WESTVACO M.F.



The Poster

WESTVACO SURFACE FOR EVERY PRINTING NEED

The Mill Price List *Distributors* of WESTVACO MILL BRAND PAPERS

The Chatfield & Woods Company 20 W. Glenn Street, Atlanta, Ga.

The Arnold-Roberts Company Augusta, Me.

Bradley-Reese Company 308 W. Pratt Street, Baltimore, Md.

Graham Paper Company 1726 Avenue B, Birmingham, Ala.

The Arnold-Roberts Company 180 Congress Street, Boston, Mass.

The Union Paper & Twine Company Larkin Terminal Building, Buffalo, N. Y.

Bradner Smith & Company 333 S. Desplaines Street, Chicago, Ill.

West Virginia Pulp & Paper Company 732 Sherman Street, Chicago, Ill.

The Chatfield & Woods Company 3rd, Plum & Pearl Streets, Cincinnati, O.

The Union Paper & Twine Company

116-128 St. Clair Avenue, N. W. Cleveland, O.

Graham Paper Company 1001-1007 Broom Street, Dallas, Texas

Carpenter Paper Company of Iowa 106-112 Seventh Street Viaduct,

106–112 Seventh Street Viaduct

Des Moines, Ia.

The Union Paper & Twine Company 551 E. Fort Street, Detroit, Mich.

Graham Paper Company 201 Anthony Street, El Paso, Texas

Graham Paper Company 1002-1008 Washington Avenue, Houston, Texas

Graham Paper Company 332-336 W. 6th Street, Traffic Way, Kansas City, Mo.

West Virginia Pulp & Paper Co. 122 East 7th Street, Los Angeles, Cal.

Mill Price List

Velvo-Enamel
Marquette Enamel
Sterling Enamel
Westmont Enamel
Westvaco Folding Enamel
Pinnacle Extra Strong
Embossing Enamel
Westvaco Ideal Litho.
Westvaco Satin White
Translucent
Westvaco Coated Post Card

WestvacoCoated PostCard
ClearSpringSuper
ClearSpringEnglishFinish
ClearSpringText
WestvacoSuper
WestvacoMF
WestvacoEggshell
MinercoBond
Origa Writing
WestvacoIndexBristol



Manufactured by

WEST VIRGINIA PULP & PAPER COMPANY

The E. A. Bouer Company 175-185 Hanover Street, Milwaukee, Wis.

Graham Paper Company 607 Washington Avenue, South, Minneapolis, Minn.

Graham Paper Company 222 Second Avenue, North Nashville, Tenn.

The Arnold-Roberts Company 511 Chapel Street, New Haven, Conn.

Graham Paper Company S. Peters, Gravier & Fulton Streets, New Orleans, La.

Beekman Paper and Card Company, Inc. 137-141 Varick Street New York, N. Y.

West Virginia Pulp & Paper Company 200 Fifth Avenue, New York, N. Y.

Carpenter Paper Company 9th & Harney Streets, Omaha, Neb.

Lindsay Bros., Inc. 419 S. Front Street, Philadelphia, Pa.

The Chatfield & Woods
Company
and & Liberty Avenues,
Pittsburgh, Pa.

The Arnold-Roberts Company 86 Weybosset Street, *Providence*, R. I.

Richmond Paper Company, Inc. 201 Governor Street, Richmond, Va.

The Union Paper & Twine

Company 25 Spencer Street, Rochester, N. Y.

Graham Paper Company 1014 Spruce Street, St. Louis, Mo.

Graham Paper Company 16 East 4th Street, St. Paul, Minn.

West Virginia Pulp & Paper Company 503 Market Street, San Francisco, Cal.

R. P. Andrews Paper Company 704 1st Street, S. E., Washington, D. C.

> R. P. Andrews Paper Company York, Pa.

Lightening the Grocer's Load

[CONTINUED FROM PAGE 27]

pect to gain something on our cost, we get sixty per cent delivery. We find it much more profitable to open new stores than to tie up our funds in fu-tures."

Translating part of that statement into individual-grocer language, this reads: "We find it more profitable to enlarge our sales than to pay so much attention to buying." But the crucial point and nub of all this was that packers might worry. We certainly were not going to do it for them. And so, shortly after that, one high

in inner circles among canners said to me: "Well, you fellows have got us where we have to refinance our industry. But you may be sure the goods will cost you more." "All right," was the answer. "Let them cost more provided we know how much more they cost. Under the old system we have carried a load of little known, undefined and therefore dangerous costs. Probably we shall pay less than we have been paying unawares. Further, if you get your costs too high, we have confidence that you will have competition which will restore the correct economic balance."

BUT the chain buyers revealed something else that was exceedingly interesting. That was that they would buy high grade products—Number Four peas, for example—where suitable quality could be obtained, either futures or spot, on contract, shipments to be spread over six, eight or ten months, each shipment to be billed when it moved. Moreover, they were doing that

very thing right then.
All right. Then the packer of those peas must finance the goods, pay storage and insurance on them, borrow if need be from his banks against his contracts. And if the packer does that, he must figure such items into his cost and the chain prices must cover all those items, or the packer will not care to do business. Further, the chain buyers must know just how much extra they were paying to cover these services; and they must be willing to pay such enhanced percentage on cost because they found the freed capital useful and profitable—at its cost—for other business purposes. Chain merchants are not fools. They know that two plus two make four. You can state that truism frankly to them. There is no need to beat around any bush in dealing with chain buyers. And if such a system can be worked with chains, why not with individual gro-

Well, there was one answer: Grocers whose signatures were good could huy that way on contract, too. whose signatures were not good have awakened to the value of their own good names or are already in or verg-ing on being in the discard. The day of the good contract as a common-place in business seems to be at hand; for we are becoming aware of the fact that today there are plenty of grocers whose signatures can be relied on, and that we can be just as frank with such men as we can with any chain buyer.

This evolutionary development in the

the latest P. O. statement of The Detroit Times showed 326,875 Sundays and 294,183 evenings*—but in spite of that in a territory as big as Greater Detroit the "one paper buy" is bad economics.

*except Saturday



"DOWN ON THE FARM" has become an important market for luxcome an important market for luxuries as well as necessities. The days when the barn was better appointed than the home have gone into the discard.

What is the quickest, the most lasting way to tell him your story? Picturize!

And the picture reaches the whole farm family. But remember you can kill the life of a picture by a poor photo engraving.

> For three generations we have helped advertisers, publishers and printers to make their pictures TALK. The best picture in the world is no better than the photo engraving that reproduces it.

Gatchel & Manning, INC.

C. A. Stinson, President

[Member of the American Photo Engravers Association]

Photo Engravers

West Washington Square \$\sim 230\$ South 7th St. PHILADELPHIA

distribution of high grade specialties, which are protected from drastic declines by their own scarcity, has come about, too, by reason of the fact that grocers can think. Packers hardly believed they could, but they can. They have been thinking about all of these things; and general, though not concerted nor organized, pressure has helped to bring about what has already happened.

happened.

Because the same forces are at work in relation to the carrying of staple products around the various seasons, I products around the various seasons, I feel that suitable and effective plans will shortly be developed whereby such loads will be distributed among the packer, the banker and the wholesaler, leaving the retailer free to attend to his proper function: the increased selling of merchandise in his own business

ness.

A Swashbuckler of Magazinedom

[CONTINUED FROM PAGE 28]

no opening at the time, but Mr. Curtis remembered that he had been favora-bly impressed with the young man's

bly impressed with the young man's appearance, and tried to reach him through advertising.

Many years after I happened to discover him—through a chance remark he made to me. An able man of strong personality, he lived successfully up to his death some years ago. If the detail of name and address had been cardindexed at the time of his call, as it would be in these efficiency days, the Boston Herald's advertising income the day the announcement appeared would have been less. My lucky star had been with me. been with me.

It is quite impossible to imagine how

It is quite impossible to imagine how much greater or how much less would have been the success of the Ladies' Home Journal if the opportunity to serve had not been mine. Between failure and success there is often only an infinitesimal barrier.

With my expert knowledge of typography I was well qualified to undertake Mr. Curtis' plan, new at the time, of making his publication artistic throughout. This meant that he must not only making his publication artistic through-out. This meant that he must not only use better illustrations, but replace all the black and heavy types, then used for advertising with the lighter faces just coming into vogue. To carry out this revolution was my task, and to me, knowing little of advertising, it seemed to present no great difficulty. But my cheery optimism struck an immediate snag in the simple fact that advertisers prepared and electrotyped their own prepared and electrotyped their own announcements, and having in many cases used the same advertisements cases used the same advertisements for years, had come to reverence their crude features as the cause and mascot of their prosperity. Yet here we came with the impious proposal that the sacred fetish must change and purify its face, if they wished to advertise with us.

We had to make our company to their case.

We had to make our own precedent We had to make our own precedent in this matter. In the newspaper field, the New York Herald had laid down arbitrary rules forbidding display type altogether, and was forming its larger letters by combinations of the capitals of usual reading size. But there was no instance of such action on the part of a magazine publisher, and our of a magazine publisher, and our

TYPICAL SUBSCRIBERS to The American Printer

The Eddy Press, Pittsburgh, Pa.



Home of the Eddy Press, printers of booklets and catalogues, where the entire organization reads The American Printer

Says W. H. Frederick, President:

"We regard THE AMERICAN PRINTER as an extremely important influence for the betterment of printing. We route the copies through our office into the shop because we find that it is helpful to our apprentices, to our printers, and to our executives, and we believe it would be equally helpful to any other organization engaged in designing advertising literature.

'THE AMERICAN PRINTER would be sadly missed if it failed to reach us.'

Every subscription on THE AMERICAN PRINTER list counts big in its value to adver-Much of the circulation is printshop circulation and THE AMERICAN PRINTER is read by those who buy machinery, paper, devices and supplies of all kinds. Advertisers should arrange now to take advantage of the September Printing Exposition and Craftsmen Number of THE AMERICAN PRINTER, to announce new models, devices and papers.

The American Printer, Inc. Telephone Caledonia

9 East Thirty-Eighth Street, New York

CHICAGO: Peoples Gas Bldg. Telephone Wabash 4000

CLEVELAND: 405 Swetland Bldg. Telephone Superior 1817

How a Manufacturer Removed "OR EQUAL" from Specifications Embodying Standard Products

Exit Order Taking—ENTER

THROUGH years of outstanding service and effective Industrial Advertising, countless products are so thoroughly established that buyers will have no substitute. But even in this day too many products used by Industry are still on a John Doe "or equal" basis.

In such a case it is hard for any one company to get a real preference. No particular make is specified; extra quality isn't respected; price cutting saps profits; repeat orders are elusive and volume of business uncertain; buyers do not regard salesmen seriously enough as engineering advisors.

Handicapped to the brink of failure by just such a "nobody cares" situation, a manufacturer of a product in general use in the electrical industry determined to make buyers know that his salesmen were qualified to render helpful engineering service and to establish definite preference for his product.

This difficult task was begun eleven years ago and another "tough nut" in industrial marketing has been cracked by Industrial Advertising.

Cracking the Shell of Disinterest

Regularly appearing in McGraw-Hill Publications, Industrial Advertising presented this manufacturer's story in terms so interesting that his copy became a feature looked forward to by Industrial Buyers. Woven into the novel presentation of each message was logic so sound that it gradually wrought a complete change in buying habits.

The interest stimulated put the advertiser's representatives on an entirely new basis. Friendly arguments aroused by advertising paved the way

for the much desired engineering service relationship. Gradually recognition of the product became so general that its name is now first in mind with the majority of Industrial Buyers.

Holding the Advantage

After the transition was achieved this manufacturer took no chances of losing the ground he had gained. Industrial Advertising that marked the beginning of his success has now become a vital factor in perpetuating the engineering service relationship between his sales staff and industrial buyers and it is keeping his product out of the "or equal" class.

Although the McGraw-Hill Four Principles of Industrial Marketing were not codified when this manufacturer started out, he actually followed their logic. His Industrial Advertising was nothing more or less than an intelligent application of these principles:

- 1. Determination of worthwhile markets.
- 2. Analysis of their buying habits.
- 3. Determination of direct channels of approach.
- 4. Study of effective sales appeals.

These Four Principles chart a clear course for the producer who is hampered by inadequate industrial recognition.

Any manufacturer or his advertising agency who wishes to study the possibilities of applying the Four Principles to his particular industrial marketing problem will find valuable assistance in the newly published book, "Industrial Marketing at Work," which the nearest McGraw-Hill office will deliver on request.

MCGRAW-HILL PUBLISHING COMPANY, INC.

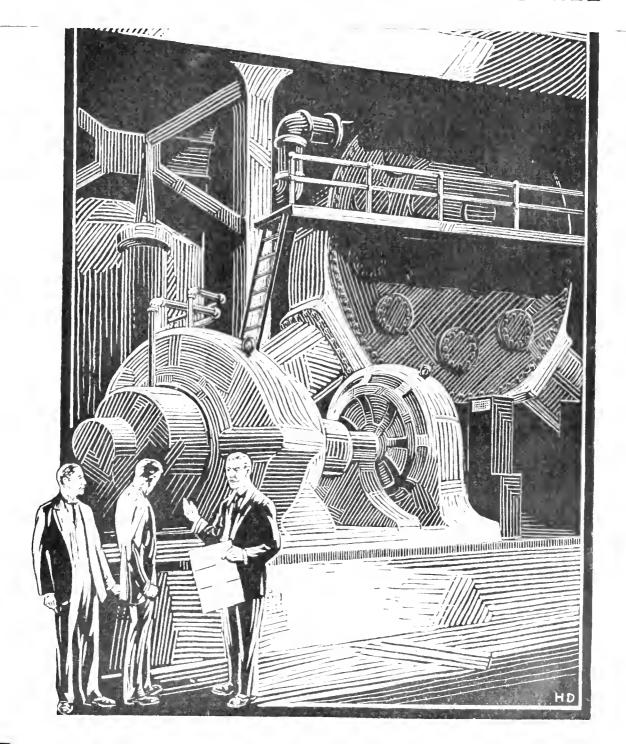
McGRAW-HILL Publications

ST. LOUIS SAN FRANCISCO LONDON

NEW YORK CHICAGO CLEVELAND PHILADELPHIA



ENGINEERING SALESMANSHIP





the population read English in

even though 32 per cent are foreign born.

There are 32 public schools; 4 high schools; 1 normal school; 14 evening schools and 11 par-ochial schools where 33,667 pupils attend.

Bridgeport is primarily a home town. Most of the people own their own homes or live in two-family dwellings

Because of its diversity of manufacture, steady employment and high wages, Bridgeport has gained rapidly in population. From 1910 to 1920 it increased its population 41.000 inhabitants. In the last five years, it has jumped from 143,555 to 167,000. Bridgeport is still growing. It is a real market for the advertiser because its people are real boosters and patronize home trade, as shown by the 3,628 retailers who serve 236,000 consumers living within its 13-mile radius.

The POST - TELEGRAM with an A. B. C. daily circulation of 44,446 copies covers this market thoroughly and economically. 98 per cent of its circulation is concentrated in the 13-mile trading radius where Bridgeport's people do their shopping and patronize their local merchants.



National Representative GILMAN, NICOLL & RUTHMAN New York, Boston, Chicago, San Francisco

clients rebelled vigorously against the innovation. Accustomed to deal with publishers who would accept any copy, they would frequently hold back an advertisement until the last moment in the hope that it would slip into our pages unrevised. But, intuitively sure of my employer's backing, I tried the drastic remedy of leaving these latecomers out.

This, though effective in some cases, had its financial drawbacks, and I resorted to the gentle expedient of a registered letter to all advertisers, acquainting them with our rules of display. To insure the better printing of the magazine, I explained, all advertisements must be reset in our own type. We could use no electrotypes sent us, but if sufficient time were given, we ourselves would be glad to submit proofs for approval; otherwise advertising matter must undergo such modifications as would permit its insertion under our rules.

O PEN war followed. Taking the offensive themselves, they flatly refused to pay for advertisements thus inserted. But they fought in an out-ofdate cause. A valuable medium, steadily growing in favor, the Journal could not be ignored, and as its appearance improved and its circulation increased, their desire to make use of it strengthened. Inevitably they came to our way of thinking, settled their unpaid bills, and continued with us on our own

In this general housecleaning black cuts naturally had to go. This reform was, in its way, more difficult than the change of type, because it often necessitated a new engraving at our own expense. But in this work, too, the support of my chief was sure. It is often said of Mr. Curtis that once he has the right man in the right place, he gives him full sway. Certainly I could not complain on this score. I was given sufficient rope to make or hang myself. Only once in all my typographical changes did I consult him. A full-page advertisement of Mellin's Food, the price of which was then \$3,000 for the single issue, had put me in a quandary. Arriving just before we went to press, the proof bore the warning: "Will not accept any changes in this advertisement," yet its top line, "How to Feed the Paby," was displayed in as flagrant disregard of our new rules as big black type could make it. To leave out a full page now was a serious mat-ter, for beyond the money loss loomed the necessity for alteration of the magazine's makeup. Hoping to get permission to reset the line in lighter type, or to "stipple" it, I set the long distance telephone humming. But it was a Boston client, and in the Massachusetts calendar that particular day stood consecrated to Bunker Hill. Hanging up the receiver, I decided to leave the Hanging decision to headquarters, and taking my way in some trepidation to Mr. Curtis, I showed him the proof. He gave it a brief glance.

"Well, what about it?"

"It doesn't come within our rules of display," I answered.

To my relief he did not ask me to define them.

"You're the doctor," he said tersely, and handed the proof back.

I felt that explanations were due, however, and pointed out that the page must either go in as it was or be left

out altogether and reading matter be found to take its place. Its money value being what it was, I had hesitated to act without consulting him. At this he turned in his chair and delivered some axiomatic truths about weak-kneed publishers who went to the wall because they did not adhere to their rates, gave out inflated circulastatements, formulated policies and broke them, and committed other sins common at the time. But of the page in hand, he never said a single word!

Our mail a few days afterwards contained a letter from the advertising manager who had sent me the omitted advertisement. One paragraph ran: 'As we have never been favored with a copy of your rules of display, would it not be well to send us either a framed or unframed impression of these impediments to business, to hang in our outer office for our own reference, and as an awful example to the many representatives of other publications who call upon us?" We retained this particular advertiser's business notwithstanding.

The improvement in the typographical appearance of The Ladies' Home Journal, begun by me in 1892, has been continuous for more than a third of a

century.

Out of the endeavor to make the pages attractive grew a policy, which, as far as I personally was concerned, came to wear the aspect of a crusade. The weeding out of all patent medicine and other objectionable advertisements from the publications with which I have been connected, modestly begun at this time, proved to have consequences more far-reaching than I dreamed. It is quite another story and cannot be told here.

SOON after my departure from the Curtis Company to take employment with Mr. Munsey, it must have become evident to Mr. Curtis that he needed a man who possessed a greater knowledge of typography than any job compositor or foreman in his printing department, for he again went to Boston and to part the control of the second of of th and to another type foundry for such a man. He found him in Mr. John B. Williams, who at a later date became mechanical superintendent of the entire plant, one of the most responsible positions in magazinedom. Mr. Williams is now a director in the Curtis Publish-

ing Company.
When, less than two years later, I went to the Butterick Company as its advertising manager, the first important thing started after establishing a fixed advertising rate was the typo-graphical improvement of the pages containing advertising. To help me in this line I hired a compositor or foreman who had worked under my direction for a number of years in the Cur-

tis establishment.

As mentioned in the second paragraph of this narrative, Mr. Curtis' idea had a far-reaching result: All of the leading magazines and periodicals were forced to follow his lead to keep up with the procession.

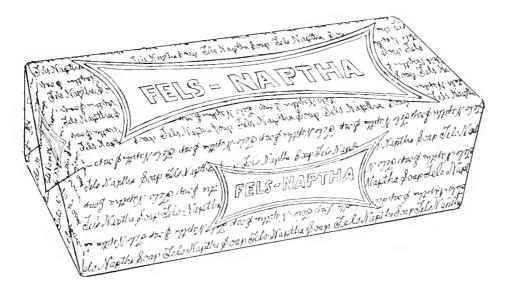
The result is that America has today the best-looking publications in all the world, the mechanical cost of production often being from two to eight times the subscription price. Typo-graphically and artistically beautiful, the attractive advertising pages often exceed in number the literary content.

Query to DR. J. S. GOLDBAUM, Sales and Advertising Manager, Fels & Co.

"What would you give for extra selling help?"

Isn't extra opportunity for the Golden Bar worth considering?

Millions of women have been getting the extra help of Fels-Naptha for years in washing clothes. But only 12.16% of the Comfort million use the Golden



Bar with the clean Naptha odor. So the Comfort circle offers you a new market of nearly a million homes. Quite a market, isn't it?

You can't break into this circle with your advertising in the usual—shall we say the orthodox?—women's publications. The metropolitan magazines don't go into these comfortable homes we reach—but these homes are great consumers of soap. They ought to be called your *primary* market, for they are large, roomy homes and the amount of washing and housework they represent is tremendous.

We would like to cover buying power and duplication in detail if you will give us the opportunity.

COMFORT—the key to happiness and success in over a million farm homes—AUGUSTA, ME.

JULIUS MATHEWS SPECIAL AGENCY - BOSTON - NEW YORK - DETROIT - CHICAGO

Arthur Henry Co., Inc.

Designers and Producers of Distinctive Direct Advertising

1482 Broadway, New York Telephone BRYANT 8078

Leaflets **Folders**

> **Broadsides Booklets**

> > House Organs Catalogues

> > > Copy Writing Illustrating

> > > > Engraving Printing

Send for further information

Gypsum Salesmen Sold Company's Stock

[CONTINUED FROM PAGE 21]

biles would have money to invest in an unusually promising local industry.

A series of mailings was sent to these car owners. The purpose of these mailings was to stimulate interest in the National Gypsum Company and to pave the way for the call of its sales-Prospective investors were not bothered with solicitations unless they in some way indicated that they were interested.

For several months, while the stock was being offered to Buffalonians, a long series of advertisements was inserted in two Buffalo newspapers. "The Buried Treasure of Western New York" is the heading that each of these adver-tisements bore. A subheading, "A series of advertisements revealing the story of a great natural resource—its discovery, its utility and its possibilities," explained the series further. Except for these headings, the copy and illustration was changed with each ad-

One of the objects of this newspaper advertising was to arouse local pride in the business being started. "Unfoldthe business being started. ing the plans for another great Buffalo industry," "A new giant among Buffalo's industries," and "Appraising the Buried Treasure of Western New York" are some of the captions which played up the local pride appeal.

Another point that was strongly stressed in the series was the fact that all of the organizers of the company were men who had done things in the wall board industry. One piece of copy, headed "A veteran organization under a new name," developed this argument in the following forceful way:

A new corporation does not always mean new organization. There are occasions

A new corporation does not always mean a new organization. There are occasions when veterans seek new fields. A very old company may have at its head very new men. The management of a new concern may wisely have at its head the veterans of an industry.

The National Gypsum Company is manned by many of the veterans of the wall board industry. Their knowledge, experience and research was responsible for the early success of many concerns in the business. Their association with the National Gypsum Company comes as a broader opportunity to further develop this industry under conditions and with facilities unequaled in gypsum trades.

The largest and most modern wall board unit ever constructed has been put at the

TILL another interesting feature of these advertisements is the information they presented to the people of Buffalo about the rich gypsum deposits that lie at their doors. The chances its that lie at their doors. The chances were that the average citizen of Buffalo knew nothing about this natural resource of western New York. Here is the way this information is presented in one piece of copy:

A few months ago the National Gypsum Company announced the discovery of a great deposit of Gypsum at Clarence, N. Y. The event indicated a new chapter in the industrial progress of the city.

A few weeks later the vision of the men who determined the location of this deposit was confirmed by the American Appraisal

Company which placed a valuation on the Gypsum proved at \$1,100,875.

The tests for quality subsequently made by the Babcock Testing Company were simply a further confirmation as to the value of this great natural resource at Buffalo's city gate. The National Gypsum tests 98.16 per cent, which is the finest quality known in the Western New York fields.

READERS are told further that the acreage which the company owns is undoubtedly the last available deposit of high-grade gypsum in western New York, but that this deposit is so extensive that it will last for at least seventy-five years.

Another argument that was brought out in most of the advertisements concerns that market that exists for gypsum products and of the company's ability to reach this market. The following paragraphs explain this point so effectively that I am quoting them in full:

America has always been a nation of salesmen. We sell our products effectively to the world when desirable, and efficiently to each other continually.

Not only has American business successfully sold its basic products but we have never lacked for the ingenuity to create new products and new uses for them.

The most valuable single commodity in America is an effective sales organization.

The National Gypsum Company will make a line of Gypsum products. It already has at its command a sales organization with a background of years of successful selling in this field. The individual sales performances of these men in years past probably exceeds what will be required of them in the marketing of National Wall Board and other Gypsum products.

But the Gypsum products now in the hands of the building trades only indicate and in no way measure the future probabilities of other Gypsum products demanded by American builders and possible for a concern whose Gypsum properties are adequate in quantity and quality.

In the laboratories of the National Gypsum Company several dramatically new uses for Gypsum have been perfected to the admiration of the technical experts who bave been privileged to examine them. The Market for National Gypsum products is secured.

The advertisements did not mention the sale of stock. Two or three of them suggested that an opporunity was being given to Buffalo investors to share in the profits that would accrue from the development of the Clarence Gypsum deposits. All of the advertisements offered a booklet, "Gypsum: An Industrial Romance."

The inquiries received for this booklet were followed up by the salesmen. Of course, many of these inquiries came from persons who were interested in gypsum as a commodity rather than as an investment. Nevertheless, these advertisements, regardless of the number of direct inquiries they produced, did succeed in making the new company thoroughly known locally. Hence they were a powerful accessory in the campaign.

I have referred to these advertisements somewhat in detail because it happens that the salesmen in their talks with investors presented their proposition in the spirit of the news-

Because The Columbus Dispatch is continuously FIRST

- —in amount of local news, telegraph news, cable news
- —in sports news, society news, women's news, radio news
- —in number of entertaining and informative features
- -in sane, sound, unbiased editorials
- —in inimitable cartoons

- —in fiction, in children's stories, in comics, in illustrations
- —in paid advertising
- —in all the extraordinary services a great newspaper gives its readers
- —in everything that makes a newspaper great, interest for the reader, pulling power for the advertiser

it is today, even more than ever, dominant in circulation

The Average Net Paid Daily Circulation for the 6 Months Ending March 31, 1927—Being

113,678

FIRST IN CITY CIRCULATION

*60,216

*Territory included as city represents news stands, street sales and all that is within city carriers' delivery. FIRST IN SUBURBAN CIRCULATION

*28,937

*All that is within an average radius of thirty-five miles and includes the counties of Delaware, Union, Madison, Fayette, Pickaway, Knox, Fairfield, Perry, Licking and Morrow. FIRST IN COUNTRY CIRCULATION

*24,525

*All circulation other than city or suburban—delivered by agents, dealers or by mail.

OHIO'S CDEATEST HOME DAI

an event
of importance in
the advertising
world
The Detroit Times
has pleasure
in announcing the
appointment of
Harold

Harold A. Stretch

as advertising
director effective
now—all of our
mutual friends will
surely be glad to
hear of it

paper copy. They talked the gypsum industry, its future, the prospects of the National Gypsum Company, and the history of the men who were behind it. They told why they had cast their fortunes with this new company. They explained that they were merchandise salesmen and not security salesmen. They obviously knew little about finance or selling stock, but quite clearly they did know a great deal about the industry with which they were associated. As was to be expected, they won the confidence of the investors to whom they talked and so imbued them with their enthusiasm that the stock of the company was very quickly marketed.

On June 15, 1926, the salesmen stopped selling the company's stock and started to sell its regular product. They are still at it. The number of salesmen has since been increased to thirty. The marketing plan was in complete readiness by the time the company was ready to operate. For months meetings were held every Saturday, in which the salesmen and the company's sales department executives participated. At these meetings, which were held in a spirit of good fellowship, sales policies and sales methods were established.

THUS the company's marketing plan was carefully prepared by men who had spent the better part of their business lives in the building supply industry. It is no wonder, then, that the National Gypsum Company's marketing schedule bears none of the earmarks of immaturity so commonly found in sales plans that are hurriedly made to order while the salesmen are packing their trunks and waiting for their tickets.

It is also not surprising that the company, in view of the thoroughness of its preparation, has been running up records since it started operation less than a year ago. It already has splendid distribution throughout the East and is rapidly extending its distribution throughout other sections of the country. It has acquired another valuable gypsum deposit at National City, Mich., where a second plant is being put in operation.

The company's principal product is gypsum wall board. Wall board has been on the market since 1906, and the present volume is estimated to be one billion feet a year of which 700,000,000 feet is gypsum wall board and 300,000,000 fiber wall board. Gypsum wall board is fast taking the place of fiber wall board because it is twice as thick, is fireproof, does not warp, and can be nsed as a smooth wall and papered over. Gypsum wall board has grown from about 150,000,000 feet in 1920, to 700,000,000 feet in 1925.

To sum up, it would seem as though the National Gypsum Company has established a precedent in financing which any legitimate business might emulate. After all, who is better able to present the merits of a proposition to an investor than the salesmen who are selling the product? Salesmen play a large part in the success of any manufacturing business. Its success is due, in a big measure, to their selling ability. Is it not logical, therefore, to suppose that those same salesmen would be able to sell other things that their house may have to offer, such as a stock issue?

SPECIFY LINOTYPE FACES

AND YOU SPEAK
THE UNIVERSAL LANGUAGE
OF PRINTERDOM

When you write your typographic specifications in Linotype terms, you are using the one universal language of printerdom.

The Linotype is the standard composing machine of the World. Linotypes and Linotype specimen books are in almost every newspaper and commercial printing plant from New York to Singapore.

Linotype specimen books should be a part of the working equipment of every man who plans advertising or printed matter of any kind. If they aren't on your desk now, the coupon will bring them.

The Linotype Magazine gives you the latest news of typographic developments the world over. Your name will be added to the mailing list on request.

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED TORONTO
Representatives in the Principal Cities of the World

PLEASE	SEND	ME	THE	FOLLOWING	WITHOUT	CHARGE;

- ☐ Specimen Book of Linotype Faces.
- ☐ Put my name on the MAGAZINE list.

COMPOSED ENTIRELY

Name_____

566666666666666

ON THE LINOTYPE

The OPEN FORUM

Individual Views Frankly Expressed

Mr. Percy Takes Issue

SINCE the days of "Obvious Adams" I have been an admirer of Mr. Updegraff and have read a considerable portion of his writings, and if I take issue with the article "Tomorrow's Business and the Stream of Life" appearing in the April 20 issue of Advertising and Selling, it is not a personal matter but rather an issue with the publication for printing a story that on the surface seems to be rather constructive in tone but leads to no real understanding of the change that has been and is taking place.

The net of this article is very much like the ending of Mr. Updegraff's first story, "Obvious Adams," where the schoolboy, in writing his essay on the mountains of Holland, simply states that there are no mountains in Holland.

The picturesque figure of speech, "The stream of life," which seems to be so intriguing to Mr. Updegraff, indicates to him that this stream is flowing forward turbulently with disastrous results to business and that the whirpools and eddies created mean certain death to some industries.

Let me go over a few of the illustrations that are employed in this article: Quick-drying paint; two-car families; radios; oil burners; electric refrigerators and telephone communi-

The purpose of all these new inventions which, according to the viewpoint expressed in the article, speeds up the stream of life is, after all, to give the individual more time and more leisure. This process has been going on for some time. The first great step in giving individuals greater leisure was the shortening of hours of labor. Simultaneuosly has come a great interest in sports. Crowds undreamed of indulge in various forms of outdoor activity as participants or observers.

There has been a greater sale of religious books in the last decade than ever before, which might be looked upon as a by-product of greater leisure and less manual labor by the individual family in the maintenance of the family unit.

Mr. Updegraff must agree, I am sure. that all of the things which he cites that have changed the speed of the current are the products of a comparatively few individuals, working quietly in experimental laboratories of large institutions.

Big business has seemed to sense the necessity of making individual life easier. I cannot see the wisdom of leading business executives up to the

banks of this stream and saving to them, "Look at that for speed. If you want to get in that stream, jazz it up; step on the gas; move fast.

I think the trouble with most large businesses is that there are not more men who have nothing to do but to study the sales and production problems in relation to the trend of the time. In effect, Mr. Updegraff cries out in despair and so did Samuel Pepys. He didn't know what it was all coming to. He offered no solution. Neither does Mr. Updegraff.

Viewing the world at large from the long-pull viewpoint, either from the business or spiritual angle, even the pessimist can note nothing but splendid progress. The dangers from sudden upsets to business conditions from the financial point of view are less today than they have been at almost any other time in the history of the world.

There seems to be less reason for getting excited about present conditions than there ever has been. Generally speaking, there seems to be more time now to weigh and consider things carefully, and certainly from an advertising point of view there is a much richer background of experience than has ever before existed.

I think that business men should take a hint from the individuals who have developed the various articles of merchandise which have speeded up the stream, to Mr. Updegraff's consternation, and put more individuals into sales and advertising laboratories where they may work quietly and serenely in determining what should be done in their individual cases.

CARL PERCY, President, Carl Percy, Inc., New York City.

Help the Poor Laundryowner!

FEW years ago my company awoke to the realization that it had become a benevolent association as well as a manufacturer. We found that we were spending hundreds of dollars a year in advertising—or at least they called it advertising—in dance programs, college annuals, year books, union publications, directories and other media that had absolutely no advertising value.

We soon found that we were spending so much money in this worthless advertising that there was little left for worth-while legitimate advertising. From that day on we have refused to donate our good, hard-earned money to charity. Somehow we have managed to stay in business, despite this policy.

But now comes a new one which is insidious, like halitosis.

The laundry industry of the country has decided to invest a million a year for four years in advertising. Excellent! The campaign is fostered by the Laundryowners' National Association. They are asking the laundries to contribute according to their means. Excellent!

Then somebody at the L. N. A. got an idea. "Why not ask the suppliers for the laundry industry to contribute?" he asked. "They'll be benefited by anything that benefits the industry. If we do more washing, we'll need more soap, more boilers, more washers, more delivery wagons, more everything. Let's ask the manufacturers to help foot the bills." And so they have—and how!

Their letter is very friendly-but firm. In part, it reads:

firm. In part, it reads:

"Subscriptions are to be adequate. The man who should put in \$5,000 will not be allowed to get credit for being an investor when he offers a hundred dollars a year. This policy has not been adopted with the slightest spirit of arrogance.

"We urge you to sign the blanks and return them to us at once in the enclosed special delivery stamped envelope to make certain you get on the first HONOR ROLL."

(Ah, ha, enter the honor roll.)

"The first HONOR ROLL will go to every laundry owner in the country. You will agree that carrying as it will the name of every subscriber it will be read and checked carefully. The HONOR ROLL will give an enormous amount of good-will building advertising to the firms who get their names on it." (Of course, they don't want to seem insistent, but—)

We ask the readers of ADVERTISING

We ask the readers of Advertising AND SELLING if there is much difference between a stunt like this when operated by the L. N. A. and when it is worked by the Nurses Guild of the Hospital for Stray Cats and Dogs. Can we consider our "investment" in the laundry industry a judicious advertising expenditure, instead of a charitable contribution?

We pay our own advertising bills. The laundry industry ought to be just as willing to pay theirs.

It is just as logical that we should start a campaign among our suppliers for the raising of money for our advertising. The plan might work. He who supplies us with raw material may donate. So may our suppliers of factory machinery, electric current, coal, oil and other needs. We'll spend the money in advertising which will increase our business and which will in turn increase our need for the supplies or materials we buy from them. Logical, isn't it?

No, it's not! And neither is this campaign. We are going to say "no" to the L. N. A.

AN ADVERTISING MANAGER.

eno.

Yours for the Asking!

INDOW DISPLAY differs from every other proven advertising medium in that you pay only for the display but rarely for the space it occupies. Yet that space is the most valuable of all places for your advertisement.

A national chain of tobacco shops reports that of every \$10,000.00 it spends in store rentals, \$7,000.00 is figured as representing store window value.

The competition for the dealer's window is keen. Not merely do you compete with similar products but with every other item in the store. When you ask the dealer for the use of his window, you must give a reason—the most potent of which is a sales producing idea—one that will actually bring more people into his store.

Advertisers no longer consider window displays as mere dealer helps, but as an actual producing advertising medium measuring its effectiveness largely by their success in getting

displays into windows of stores selling their products.

In this day of keen merchandising, when every medium must produce results, Window Display advertising on actual checking and investigation, is daily proving itself one of the strongest sales stimulants. But it must be handled with the same skill and experience as the other proven media.

The Einson-Freeman organization with its quarter-century experience in window display advertising is daily helping manufacturers and advertisers to successfully ask for this valuable space. Einson-Freeman's knowledge of window display as a medium—as a profit-producing medium—makes a story that every manufacturer whose sales outlet is through

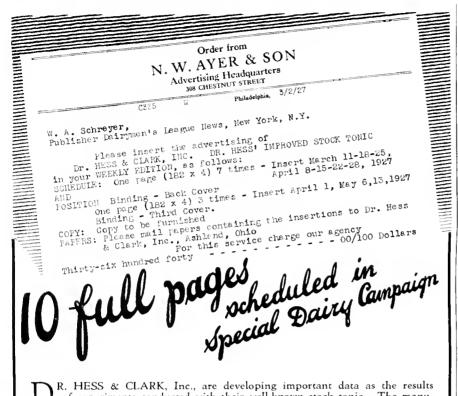
the retail store should hear at first hand. When are you going to ask for the story?

THERE are still a few copies of "Creating a Successful Windowand Counter Display" available. Send for your stoday.

EINSON-FREEMAN CO. INC

Lithographers

offices and complete manufacturing plant 511-519 East 72nd Street · New York City



R. HESS & CLARK, Inc., are developing important data as the results of experiments conducted with their well-known stock tonic. The manufacturers wished to place these findings forcefully before the dairy farmers of the "New York City Milk Shed." After a conference with the agency executives, Dairymen's League News was selected individually as the medium suited to their purpose.

When an experienced advertiser and a leading advertising agency decide to schedule 10 full pages in consecutive issues in a single medium, there must be cogent reasons back of such a decision. The advertising manager of the Dairymen's League News welcomes an opportunity to explain these compelling reasons.

Sample Copy and Rate Card Sent on Request



FILL IN THIS COUPON CORRECTLY AND GET THE NEXT 26 ISSUES OF A & S

A a S	
9 E · · · 38 · · · S · · · · ·	
N Y, N. Y.	
P E M. S F	O Y A . \$3.00
S B	_ C · · · · A · · · · · ·
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A	S

Communities Are Advertising

[CONTINUED FROM PAGE 30]

low townsmen about ways and means of popularizing their community. I enclosed a questionnaire asking the purpose of their advertising, the amount of their appropriation, how the fund was raised, and how and by whom it is being spent.

As in all mailings of this sort, I had no reply to some of the questionnaires, in spite of several follow-ups. But a careful check-up of the questionnaires returned to me, and of information I secured from other sources, showed that with the exception of three or four, I had secured complete data about the plans of those communities now advertising extensively to attract industries. These data are shown in the accompanying chart.

A PARTICULARLY interesting report came from Eastman, Scott & Company, advertising agency for the City of Atlanta, Ga. Their experience seems to indicate that business men are as susceptible to advertising as tourists or home-seekers, providing the inquiries are properly followed up. The report follows:

"Before a line of copy was written on the 1926 campaign, a careful survey was made to find out what Atlanta had to offer industry and which industries were the most logical to approach. "It was discovered that certain so-

"It was discovered that certain socalled trunk industries needed what Atlanta had to offer and that these trunk industries, in turn, would attract socalled foliage industries to serve them or to consume raw material they might produce. And it was determined to put the emphasis upon these particular industries.

"But, the survey showed, practically every industry should be interested in Atlanta; some from a manufacturing standpoint, others from a distribution standpoint and still others simply as a particularly economical place from which their salesmen might operate to cover the South.

"Working from these facts, a list of publications was selected to reach, specifically, the executives of the logical industries, and these business papers were used to tell the specific story to each particular industry.

"In order to reach horizontally the executives of industry and business in general, a group of business papers and management papers was added to this. For general coverage, and in order to influence executives indirectly through their families and through their juniors, consumer media of national circulation were placed on the list. In addition to this, in selecting cities where financial domination or local conditions placed Atlanta's logical prospects, the strong daily newspapers were used.

"Thus, because Atlanta's story was wholly an industrial story, the coverage was as complete as was possible within

the limits of the appropriation.

"No effort whatever was made to attract people as such, except as they might be attracted because of a demand for labor or for clerical help, the theory being that it is far more profitable to a

More than 60,000—

That is the circulation of the Akron Beacon Journal in a market of more than 300,000 people. If the regular figures of five people to the family are taken, there is an Akron Beacon Journal sold for every family in the Akron Market.

In the Akron Market—

Akron ranked 2nd in amount of wages and 2nd in the value of manufactured products in Ohio, although it was 5th in population. Corresponding cities were as much as \$100,000,000 behind in the value of manufactured products and similarly lower in wages.

With Such High Per Capita Wealth—

These high wages per man make a tremendous buying power and a market that will stand intensive cultivation. That is the reason why the Akron Beacon Journal carried enough advertising in 1926 to rank 1st in Ohio and 6th in the U. S. in advertising linage among six-day newspapers.

AKRON BEACON JOURNAL

Member of The 100,000 Group of American Cities

STORY, BROOKS & FINLEY, Representatives

New York Philadelphia
Chicago Los Angeles San Francisco



Sales Maps

Mounted on Multiplex Are Always at Your Fingers' Tips

Every sales executive appreciates the value of map systems in planning sales campaigns, locating prospects, routing salesmen, analyzing buying tendencies and developing new territories. Because of the numerous advantages they offer, Multiplex Map Systems are everywhere preferred. Mail coupon below for catalog describing the various types and sizes of Multiplex Map Systems.

Instantly Available

Maps mounted on the page-like wings of Multiplex are easily swung into view at the touch of a finger. No stooping or stretching or searching through dusty files. Salesmanagers everywhere prefer this method.

Special Mounting

Maps are permanently mounted on special composition board permitting the repeated use of map tacks without damage to maps. Where desired, a protective coating can be given map surfaces so that crayon, ink or water colors used in tinting maps to indicate salesmen's territories, routes or such data, can be easily removed with a damp cloth.

Complete or Partial Systems

Complete state map systems are furnished, including fixtures, maps, mounting and surfacing. Or, any number of maps can be purchased and the number added to as expanding needs require.

Write for Catalog

All makes and sizes of maps are available thus offering a wide range from which to make selection. Mail coupon below for catalog and price list. No obligation.



CLIP THIS COUPON



MULTIPLEX DISPLAY
FIXTURE COMPANY

917-927 North Tenth Street, St. Louis, Mo.

Please send me, without obligation, your catalog and price list of Multiplex Map Equipment.

	-	•	, ,								
Name											
Firm Name										,	
Address .											
City .				5	St	a١	e				

city to attract jobs than to attempt to attract people and then find jobs for them.

"It was determined in the beginning that no community in itself can be expected to move an industry, or even to move branch offices, and the Industrial Bureau of Atlanta was expanded and reorganized to meet the need for a source of data, and for the same selling effort which would be expended on a commodity with a national campaign of advertising. The fundamental of the Industrial Bureau is its confidential relation with the enquirer, and the fact that it issues nothing but the truth, and the whole truth. There is no effort at evading any weak spots that may develop. In fact, these are frankly put before the interested executive on the theory that Atlanta cannot profit if business is not successful here.
"These two factors, sales and adver-

"These two factors, sales and advertising, were thoroughly coordinated throughout the campaign by a series of tollow-up folders covering the main advantages of the city and its surrounding industrial territory. This material was mailed out at regular intervals to a carefully combed list of live pros-

pects.

"It became evident early in the campaign that this plan was a successful one. The incoming concerns increased steadily from month to month, reaching for the year a total of 169. This may be compared with the 1925 figures, which show a total of only eighty-three concerns attracted, and demonstrates the remarkable power of advertising in this field.

"The campaign has resulted in the attraction of \$7,723,750 in payrolls and in the employment of nearly 5000 people. It is felt that this campaign has been profitable to all. A considerable number of concerns sent to Atlanta executives whose spending power is high and who are, therefore, good customers for the retail stores, buyers of real estate and good accounts for the banks, and many other factors.

"The concerns themselves also con-

"The concerns themselves also contribute materially to the city's annual expenditure of various kinds and, therefore, return a tremendous dividend on the investment in the fund.

FEELING that many more such concerns can be attracted, and actually need what Atlanta has to offer, the citizens determined to raise \$1,000,-000 to be expended over a three-year period and to continue the campaign for that long. The money was raised without difficulty in a season when such campaigns are usually difficult, just betore Christmas, and at a time when the cotton situation had given other sections an impression that the South was a poor market. The fact that this money was so easily raised and a careful study of the actual facts of the cotton situation demonstrates that it has had practically no influence on business conditions. A survey of concerns in Atlanta, particularly of those covering from ten to fourteen States, indicates that 1927 will be an excellent year for all who have goods to sell to the South."

In 1925, 851 different firms and individuals in the vicinity of El Paso, Texas, raised \$150,000 for national publicity. The El Paso Gateway Club was organized and incorporated. The actual money spent for display and classified advertising was:

1923.										\$50,594.48
1924.										33,407.54
1925.										20,798.44

In 1923, 14,793 inquiries, traceable to magazines, were secured; in 1924, 12,-124, and in 1925, 13,096. In addition to these, there were 7,230 not traceable to magazines. It is interesting that in each year the cost per inquiry was reduced, from \$3.42 in 1923 to \$2.75 in 1924, and to \$1.59 in 1925. The significant fact about El Paso's advertising is that, although their advertising message was principally "climate," tourists were not the only people attracted. The local Real Estate Board reports as follows:

"In 1923, a survey showed that there were approximately 1,500 vacant houses in El Paso. Now there are practically no vacant houses and it is difficult for a renter to secure a really desirable

home."

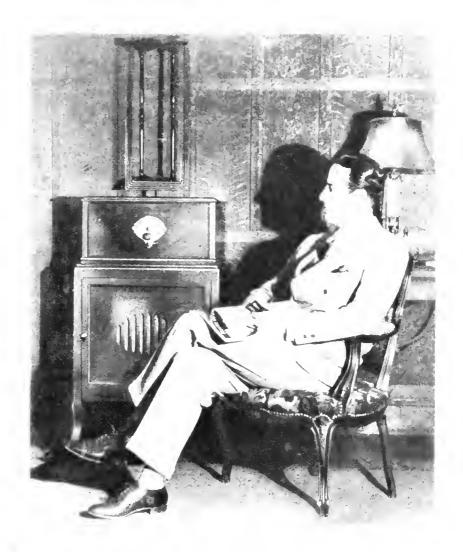
The Project Superintendent of the U. S. Reclamation Service reports that, "During the past three years the acreage farmed (in the Rio Grande Federal Irrigation Project) has increased 50 per cent."

OF course, the most pleasing result of community advertising, to those who are paying the bills, is their actual increase in business. Since Salt Lake City advertising, four years ago, the business in the thirteen principal factories of the city has increased 55.5 per cent, or 11.1 per cent per year. Population has increased 25.2 per cent, bank clearings 36 per cent, and the value of agricultural products 79.3 per cent. From the \$300,000 spent since the campaign started, the returns from tourist trade alone can be estimated at \$21,742,000, or over 72 times the amount invested.

Leo P. Bott, Jr., president of the Bott Advertising Agency, Little Rock, Ark., has been conducting at his own expense a campaign to awaken the people of his State to the advantages of advertising Arkansas. He sets an example in raising community funds. A series of medium-sized advertisements captioned, "Arkansas-The Wonder State," were run in the newspapers of the State over the name of his company. copy, among other things, explained that the Ozark Mountains, usually thought of as being in Missouri, are highest and most beautiful where they extend into Arkansas. On account of Arkansas' richness, the copy explained, in scenic attractions, oil, rice, bauxite, peaches, apples, diamonds, pearls, coal; in advantageous locations for factories; in cotton, lumber, strawberries, sweet potatoes, grapes, melons, and so on, the world should be told about it. Another campaign prepared by this agency for Union Trust Company of Little Rock explained, over the bank's signature, the advantages of diversified farming. The result of this advertising is that the people of Arkansas are aware of the value of community advertising.

Mr. Bott states, "The State Legislature just defeated the State Income Tax Law and, with our new road work, the defeat of the Anti-Evolution bill, etc., things are looking very good. Keep your eye on Arkansas."

It is foolish to suppose that what Atlanta, El Paso or Salt Lake have done can be done in exactly the same way in, say, Savannah, Waco or Phoenix. Each community must study



ROTOGRAVURE Prints Perfect Pictures - the Universal Language

Because of the very fine screen used in the etching of the copper cylinder for rotogravure, a wealth of detail is retained in an illustration, which makes this process a very profitable advertising medium. People just naturally want to see a suit, chair, lamp or anything else before they buy. A photographic reproduction in rotogravure is the next thing to it. Carefully planned rotogravure advertisements are like miniature display windows going right into the homes of the people you want to sell.



OTOGRAVURE sections are published every week in fifty-one cities of North America by these seventy-seven newspapers:

- The Knickerbocker Press, Albany
- *The Atlanta Constitution
- *The Atlanta Journal
- *The Sun, Baltimore *The Birmingham News
- *The Boston Herald
- *Boston Traveler
- *Buffalo Courier Express
- *The Buffalo Sunday Times The Chicago Daily News
- *Chicago Sunday Tribune
- *The Cincinnati Enquirer
- *The Cleveland News
- *Cleveland Plain Dealer *The Rocky Mountain News, Denver
- *Des Moines Sunday Register
- *Thehe Detroit Free Press
- *The News-Sel. News Fort Wayne
- *The Fresno Bee
- *Diario De La Marina, Habana, Cuba
- *The Hartford Courant
- *The Houston Chronicle
- *Houston Post-Dispatch
- *Indianapolis Sunday Star *Kansas City Journal Post
- *The Kansas City Star
- *The Press Telegram, Long Beach, Calif

- *Los Angeles Sunday Times
- *The Courier Journal, Louisville
- *Sunday Herald Post, Louisville
- *The Commercial Appeal, Memphis
- *El Universal, Mexico City, Mexico
- *Miami Daily News
- *The Milwaukee Journal
- *Minneapolis Journal
- *The Minneapolis Tribune
- *La Patrie, Montreal
- *The Standard, Montreal
- *Nashville Banner
- *Newark Sunday Call
- *The Sunday Standard, New Bedford
- *The Times Picayune, New Orleans
- *Corriere D'America,
- *Evening Grap ork New York -hic.
- *Forward, New York
- *The Morning Telegraph, New York
- Il Progresso Italo Americano, New York
- *New York Evening Post New York Herald Tribune
- *The New York Times

- *Sunday News, New York
- *The World, New York
- *The Omaha Sunday Bee
- *Peoria Journal Transcript
- *L'Opinione, Philadelphia
- *The Philadelphia Inquirer *Public Ledger & North
- American, Philadelphia
- *The Providence Sunday **Journal**
- *Richmond Times-Dispatch
- *Democrat Chronicle, Rochester
- *St. Louis Globe-Democrat
- *St. Louis Post Dispatch
- *The St. Paul Daily News
- *St. Paul Sunday Pioneer Press
- *San Francisco Chronicle
- *Seattle Daily Times
 *South Bend News Times
- *The Springfield Union-Republican
- *Syracuse Herald
- *The Post Standard, Syracuse
- *The Toledo Sunday Times
- *The Toronto Star Weekly
- The Washington Post
- The Sunday Star,
 The Sunday Star,
 The Sun aday Rapublic
- Waterbuat Republican,
- *TheWichita 50 Junday Eagle

Reg. t. S. ROTOPLATE Par CH

the perfect paper for rotogravure printing, is supplied to by Kimberly-Clark Company to above papers marked with a star

Kimberly-('lark (ompany

Established 187.

Neenah, Wis.

NEW YORK CHICAGO 51 Chambers Street 208 S. La Salle Street

> LOS ANGELES 716 Sun Finance Bldg.

ka ;up Эř n e var ami

itself to discover first, what should be advertised, to whom it should be advertised, how and when it should be done and how the inquiries should be fol-

lowed up.

Don E. Mowry has written an interesting book, "Community Advertising," recently published by the Cantwell Press, Complete information about establishing a community organization may be secured from the Manager of Organization Service, Chamber of Com-merce of the United States of America, Washington, D. C.

What of the Lists?

CONTINUED FROM PAGE 36

shall not attempt to comment upon. There is a tendency on the part of practically all list companies to guarantee their lists ninety-five, ninety, all the way up to 100 per cent correct. It is a splendid idea, and a very necessary one for self-protection, but that alone is not enough. It is but one step in gaining and retaining the confidence of the purchaser.

Surely it is time that those who profess an interest in the development of direct mail advertising devote more thought to the solution of problems confronting the whole mailing list in-

dustry.

Don't Say England; Say Britain

[CONTINUED FROM PAGE 34]

official England is the repeated use of the words, England, English made, or, made in England, as displayed on goods and advertisements distributed in other sections of the country. These phrases still appear in connection with many goods made in England, and will continue to appear. The continuance is partly due to pride, partly to human stubbornness, but mostly to habit, or precedent.

On the other hand, many concerns have changed their old habits and now label their wares and their advertise-ments of their wares, "British Made,"

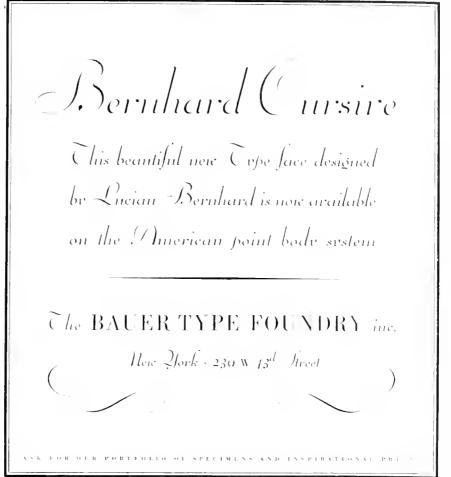
or words to that effect.

An understanding of this situation was useful in the past. It is far more useful today. Perhaps you read of the Imperial Conference which was held in London for several weeks during the Autumn of 1926. Perhaps you read that decisions were arrived at which all the divisions of the Empire. placed all the divisions of the Empire on a plane of equality, each having independent government as relating to all domestic affairs.

Perhaps you did not, however, read the statements which appeared in a number of London papers to the effect that this was the most important, mo-mentous and significant event that has occurred in British history for a

century or two.

What actually happened was the establishment of each of the great colonies as independent countries, each having King George as their King, but none of them having the British Parliament, Cabinet officials, as their Par- Edited by HENRY GODDARD LEACH



were BIG enough to have a whole floor to ourselves

Tim. Porum has been growing. The editorial staff likes the business staff very much, but they are a bit weary of hearing the adding machines and typewriters clicking so foully in their ears.

And the business staff feels that although the writers are awfully swell people, business is business and after all there's no use getting too literary.

SO—the Editor, himself, decided that what the Forum needed was larger offices . . . a whole floor to ourselves . . . and here we are, 411 Lexington Avenue, 7th Floor (all of it), Railroad Building & Loan Bldg., New York, N. Y.

The circulation of the Forum in January, 1925, was 15,000. In December, 1926, it was 71,135 ABC and now 75,000. That's growth! The Forum is read by the best type of people in this country. They are alert, responsive and interested. They've got their thinking caps on. They're telling their friends about the Forum.

When do you begin reaching this growing market through the advertising pages of the Forum? Why not begin pow?

441 Lexington Ave., New York

WE REFUSE TO ACCEPT ATHING AS RIGHT JUST BECAUSE OTHER PEOPLE DO IT THAT WAY

KXI

THE MARCHBANKS PRESS

PRINTERS

II4 EAST I3TH STREET, NEW YORK

A New 300 Room Hotel and a

22 Story Skyscraper

Two of the many evidences of Unusual Prosperity in

ALLENTOWN PA.

75% of its 250,000 Trading Area Read The

Allentown Morning Call

Story, Brooks & Finley National Representatives

"Ask Us About Advertisers Cooperation"

Kenilworth Inn

ASHEVILLE, N. C.

Special Weekly Rates

Spend your spring vacation with the wild flowers of the Smoky Mountains

The famous Kenilworth Inn offers you a special weekly rate for your family—which includes a marvelous program of entertainment.

Listen in on WWNC any evening

AMERICAN PLAN with Meals

 Single
 Room—Hot
 & Cold
 Water
 \$42.00
 Up.

 Double
 Room—Hot
 & Gold
 Water
 80.00
 Up.

 Single
 Room—Private
 Bath
 60.00
 Up.

 Double
 Room—Private
 Bath
 126.00
 Up.

Delightful, dignified surroundings FURTHER INFORMATION UPON REQUEST

ROSCOE A. MARVEL

Sawmills Buy

power plant equipment, motors, belting, motor trucks, locomotives, rails, cranes, wire rope.

American Cumberman

liament or Cabinet officials. While this is little more than recognition of what actually existed, and will to some extent tend to hold the dominions more in sympathy with the home country, it is also acceptance of the fact that the children have grown up, have come of age, have gone from home, are able to take care of themselves and, having made homes of their own, can not be expected to maintain the same wholehearted devotion to the old folks that they did before.

It also means that the old folks are apt to feel a little bit lonely and will—in fact have begun to, though they hardly know it—instinctively draw closer together. This does not apply to Ireland. But then very little ever applies to Ireland, where England is concerned. But it will apply with increasing force where England, Scotland and Wales are concerned.

The Scotchman and the Welchman

The Scotchman and the Welshman seem fairly content to be included in the blanket title of Britishers, when they are not personally addressed as such; but they will not be considered Englishmen, nor should they, for they are not Englishmen

are not Englishmen.

There is much talk in Great Britain these days about the support of national industries and the need to keep British labor employed. The effect of this talk is most certainly making the British public aware of the fact that many goods displayed and bought are not home products. And it is doing more than that. It is a force drawing England, Scotland and Wales closer together, causing them to band together for mutual support and closer mutual understanding.

They can readily see how self interest is served by such cooperation. They realize their dependence upon each other for support and prosperity through the fact of their physical oneness. They are becoming keenly awake to the truth that they cannot succeed separately. Their interests are common and inseparable.

And there you have the reason for the great increase in the commercial importance of British made for British trade; and the reason why so many American concerns have factories and assembling plants in Great Britain—not to mention their British corporate titles.

It pays to be British in Great Britain.

Honor Britisher

LUNCHEON in honor of Thomas McDougall, publisher of Advertising World, London, was held at the Advertising Club of New York on April 26. The friends and admirers who sponsored the affair included among others:

Frank LeRoy Blanchard, James Wright Brown, Hugh Burke, H. H. Charles, Charles Edwards, George French, Hector Fuller, Carl Getz, Albert J. Gibney, Colver Gordon, Charles C. Green, Gilbert T. Hodges, Frederic W. Hume, Clifton D. Jackson, G. R. Katz, Charles McGowan, D. Morris Jones, William J. Morton, Earle Pearson, William H. Rankin, Stanley Resor, F. St. John Richards, M. C. Robbins, J. K. W. Trueman.







") ow I made \$5,000,000"

BY CLAUDE C. HOPKINS

Beginning with the June 1st issue of Advertising & Selling, Claude C. Hopkins, formerly President Lord & Thomas and now Copy Counsellor for Kling-Gibson Company, writes his advertising autobiography. It gives intimate details concerning the humble beginnings and early struggles of such successful advertisers as Pepsodent, Palmolive, Quaker Puffed Grains, Hudson Automobiles, etc. The manuscript runs more than 50,000 words and will appear serially for six months—an installment in every issue. At its conclusion Harper and Brothers will publish "How I Made \$5,000,000", in book form. If you are not already a subscriber send in your order to start with the June 1st issue.



You will want to see this new book on the use of the radio in sales promotion. It coverangle of commercial radio broadcasting.

FELIX'

USING RADIO IN SALES PROMOTION

386 pages, 6 x 9, \$5,00

This new book gives the gist of the author's experience of active participation in commercial radio broadcasting from the day that the first commercial program was put "on the air." It shows how to determine what makes a successful broadcaster, what constitutes a successful broadcaster, what constitutes a successful broadcast effort so that it will bring a suitable return. The experience of many users is given —actual cases of success and failure are cited and the probable reasons for success and failure analyzed.

SEE YOUR COPY FREE

You may have this book for ten days' free examination by merely sending the coupon to us. We believe that this is the book you will want to have. Send for your free examination copy

MAIL THE COUPON NOW

Examine this l	oook for 10 days FREE
McGraw-Hill Book 370 Seventh Aven	
motion, \$5.00, for 1 I will return the or remit for it then.	Using Radio in Sales Pro- 0 days' free examination, book, postorald, in 10 days
Name	
City	8tate
Position .	
Company .	A.F.5-4-27

The "Stunt's" Place in Marketing Plans

[CONTINUED FROM PAGE 24]

they would approximate our absent anthracite. It was a great opportunity for anyone who had clean and dependable heat for sale. A big truck went about the crowded streets of one city. It's load was a huge electric heater. From the barred-over copper face of the device came glorious rays of warmth. You could feel them many feet away, even on the coldest days. As the electric truck rolled quietly along the street the heat radiators warmed the cheeks of pedestrians on the sidewalk. That stunt was pretty hard to beat.

A coffee merchant put some very effective advertising out on the sidewalks by rigging up a blower which carried the coffee fragrance from inside the store to the strangers outside. Not a bad way, that, to sell more coffee.

HILE on a vacation on Nantucket WHILE on a vacation on Island, I ran across a book which contained the story of a man who many years ago sailed around the world in a thirty-foot boat, named Sapolio. Perhaps the newspapers of the day carried frequent items about the good ship Sapolio. A stunt of this kind no doubt has a certain amount of advertising value, particularly in the case of an inexpensive item where no great incentive is needed to create an impulse to buy.

These more dramatic, pure stunts are often effective in the foreign sections of our cities. In the Italian section of one town a picturesque figure appeared one day on the back of a big white stallion. The rider was gorgeously dressed as a medieval trumpeter. With the solemn dignity which only a horse can exhibit, the animal stepped deliberately down the street. Every now and then the rider would put the trumpet to his mouth and blow a few impressive bars. Did the sons and daughters and babes and dogs of Italy follow him? They did!

Arriving at last in front of one of the largest grocery stores in the district, the gentleman on horseback reined up, dismounted, walked to the entrance of the store and with a flourish filled the air with brazen melody. Then he pointed grandly to the big window display of cheap soap. Next he beckoned the crowd into the store. In the universal language of signs, he had delivered his message, "Fine soap —buy here!"

Another soap, seeking to popularize itself among the foreigners and the negroes appeared with a nice new safety pin stuck in each cake. The colored ladies simply couldn't resist that!

A nice high-hat sort of stunt was that of one of the biggest manufacturers of writing paper. A special box of paper was sold for \$1. The purchaser was invited to tear off the end of the box and send it together with another dollar to a famous graphologist who on behalf of the manufacturer, would give a character reading from any sample of handwriting that might be sub-

The stunt element may at times be added to advertising in a way to arouse curiosity. Thus a series of car eards carried samples of a fabric washed many times with a certain soap. The many washings had not faded the color. The samples dangled from the card giving it quite an advantage over the fellow cards which had no such device to provoke curiosity,

A painted sign some years ago had its design topped by a dirigible. When it was up, it was all right, but static. The advertising man who thought the matter over worked out a glorified pinwheel to hitch on the end of the diri-This served as a propeller, A light breeze would move it. This simple stunt gave the whole sign more of that much-desired attention value.

A Weed Chain advertisement of years gone by had the chains printed over the wheels of an automobile in invisible ink. The text invited the reader to rub a coin over the tires and see "what every car needs," or words to that effect. And as you rubbed, the invisible ink turned black and the chains showed up plainly.

Of course all sorts of stunts can be used to get attention to window displays. A historical collection of shoes would certainly stop more people than Windows the average shoe display. containing exhibits showing how a product is made seem to have great drawing power, even when we are sure that half the beholders have only a vague conception of what it is all about.

HAT store drew crowds by displaying the gloves used in the Carpentier-Dempsey fight, and later by showing a baseball autographed by Babe Ruth. Did the display sell hats? I don't know. In fact, I don't know the actual selling value of any of the stunts discussed here. But at times the stunt is worth considering. At its best it is simply dramatic or perhaps melodramatic advertising. At its worst it is like one drug-store window I saw, where a girl was demonstrating makeup with rouge and eyebrow pencils and everything. The girls were ashamed to stop and watch her, but the men and boys thought the show was fine! stunt attracted the wrong market.

But stunts at times are worth a great Their value will no doubt continue for the reason that people are still human, and a stunt is one of the most human forms of advertising in the whole arsenal of advertising weapons.

Nobody can deny that stunt selling is a valuable means of increasing sales. What progressive firm hasn't used it at some time or other? The successes have been varied, sometimes hardly discernible, sometimes far-reaching. Probably no method of advertising has been reviled so much.

Girders, - Beams - Blue Prints - and

we call it the tallest building in the world.

Agents are renting space for 1928. Firms are anxious to use this building as a mark of identification

What makes any project great?

The idea behind it; the plan; the ability to execute the plan.

With its first issue the new American Druggist is a good medium!

It has a great future.

It has a great present.

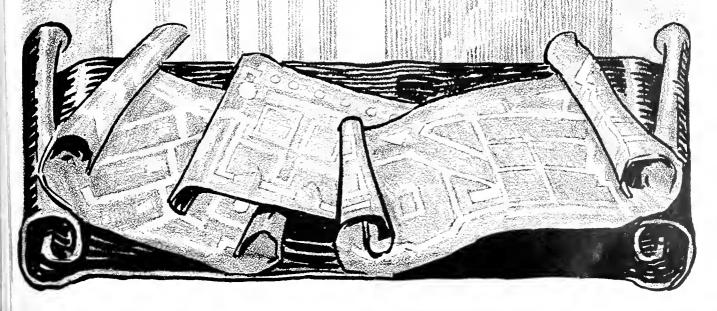
The American Druggist has back of it the resources of a great publishing house. It is affiliated with the company that publishes such magazines as Cood Housekeeping, MoToR, Cosmopolitan, Harper's Bazar, and other leaders.

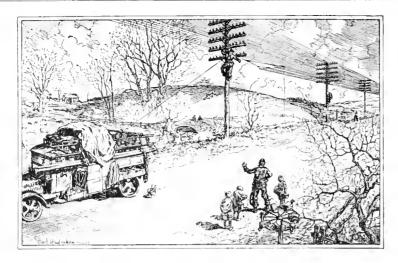
Forms for the first issue of the new American Druggist close June tenth.



119 WEST 40TH STREET

NEW YORK HEARST BUILDING CHICAGO





Communication for a Growing Nation

An Advertisement of the American Telephone and Telegraph Company

The first telephone call was made from one room to another in the same building. The first advance in telephony made possible conversations from one point to another in the same town or community. The dream of the founders of the Bell Telephone System, however, was that through it, all the separate communities might some day be interconnected to form a nation-wide community.

Such a community for speech by telephone has now become a reality, and the year-by-year growth in the number of long distance telephone calls shows how rapidly it is developing. This super-neighborhood, extending from town to town and state to state,

has grown as the means of communication have been provided to serve its business and social needs.

This growth is strikingly shown by the extension of long distance telephone facilities. In 1925, for additions to the long distance telephone lines, there was expended thirty-seven million dollars. In 1926 sixty-one million dollars. During 1927 and the three following years, extensions are planned on a still greater scale, including each year about two thousand miles of long distance cable. These millions will be expended on long distance telephone lines to meet the nation's growth and their use will help to further growth.

SINCE the date of our first issue, May 9, 1923, Advertising and Selling has published more than 2000 articles dealing with the important phases of advertising and marketing. These articles have been classified according to their title, author and subject matter respectively, and they together with other sources of information comprise our reference library. Instead of hunting through back numbers for an article in question, you can save time by writing to us; when you are confronted with a problem, let us know, and we will try to give you immediate information on any subject within our scope. Use our reference library for prompt and accurate information. It is always at your service. Address Reference Library, Advertising and Selling, 9 E. 38th Street, New York

Bureau of Advertising Makes Its Report

PROUD report was given official utterance last week by the Bureau of advertising of the American Newspaper Publishers' Association, at the annual convention of the A. N.P.A. at New York City. It led off with: "Estimates prepared by the Bureau indicate that newspaper national advertising in 1926 totaled \$235,000,000, compared with \$220,000,000 in 1925. This is an increase of 6.7 per cent."

compared with \$220,000,000 in 1925. This is an increase of 6.7 per cent."

Lineage figures on the monthly volume of national advertising, which were reported by 60 per cent of the membership, disclosed an advance of 10 per cent for 1926. Estimating the amounts spent in newspapers by national advertisers, the Bureau announced estimates covering expenditures of 329 national advertisers, as compared with a list of 240 compiled in 1925. This, the report said, was the result of three years' work. A study of 141 accounts on which existed a record of Bureau solicitation, disclosed record of Bureau solicitation, disclosed that seventy-one of these newspaper advertisers used \$37,826,000 worth of advertising in 1926, as compared with \$22,830,000 in 1925. This was a gain of \$14,996,000.

Drawing fine lines about the nature of its work, the Bureau outlined its job in the report as one of "Pure promotion," with an idea of helping advertisers use the medium of newspaper

advertising with success. . . Helping to correct advertising failures.

"Its work," says the report, "does not conflict with or duplicate the work of any other organization in the field, because its work is different from that of any other organization. In a word, it is selling the idea of the newspaper as a great advertising medium, leaving to the other factors in the field the job of selling the space in the papers."

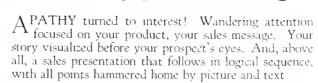
The Bureau slaps indignantly at the practice called, usually, "press agenting." Advertisers who employ the press agent, and city editors who accept his "free advertising," according to the Bureau, are inciting competition between the publicity and the advertising solicitor. The wily "press relations counsel" is accused of working damage to the newspaper advertising field by persuading advertisers to place their money solely in magazines, while they pay the free-advertising-getter a fee for placing news items.

Advertisers have come to have a great deal of confidence in their press agents, the Bureau laments; so much, in fact, that complaints have been received that illustrations accompanying press material were not printing well.

Obituary

BYRON C. GOULD, a partner in the M. P. Gould Company, New York advertising agency, died during a motor trip in Harrisburg, Pa., on April 24. Mr. Gould was 56 years old, and was a partner in the firm since 1901. was a director of the United States Bond & Mortgage Corporation and was active in civic affairs as well.





Your newest representative tells your story with the confidence and logic of the star salesman. He opens his portfolio in 10 seconds—and the sale is in the making.

Pyramid Double Visual Portfolios have opened the way to better business in many fields. They are a distinct contribution to the science of salesmanship.

It is sturdily built, light weight, neat and easy to handle. All sheets are firmly supported and do not bend. Both upper and lower displays are in the same plane when open and can be easily read from the same point of view without eye strain.

Write today for our 16-page book describing in detail both the single and double visual Pyramid Sales Portfolio. Your copy is waiting for you



This portfolio can be set up in 10 seconds of unexcited effort. It is attractive, simple and sturdy of construction.

MICHIGAN BOOK BINDING COMPANY

Schmidt Power Bldg.
DETROIT

An unusual publication with an audience of 100,000 bank officers!

Send for a copy and you'll understand why bankers read it and why scores of national advertisers include it in their lists!

We'll send you a copy of the Journal and the facts without comment—and we won't follow it with a personal solicitation until you request one.

American Bankers Association Journal

Edited by James E. Clark 110 East 42nd St., Yew York City Advertising Managers ALDEN B. BAXTER, 110 East 42nd St., Vete York City.

CHARLES H. RAVELL, 332 S. La Salle St., Chicago, III, St., Chicago, 111, GEORGE WIGHT, 25 Kearny St., San Francisco, Cal.

(MEMBER A.B.C.)

Everybody's Business

[CONTINUED FROM PAGE 5]

scale of measurements, the vastness of space is indicated by the statement that while the sun is only a fraction of an inch away, the most remote nebula, or island universe, so far disclosed is 300,-000 miles distant.

Searching the heavens for the se-crets of life is far from being a waste The astronomer is just as of time. likely to discover the clue to infinity as the physicist. On every hand are puzzling questions. Are there living organisms on other planets? Have our own planets been thrown off from a central orb, or have they been picked up by the sun in its whirl through space, as the earth picks up meteor-Is our solar system cooling off or heating up? Are the spots on the sun immense volcanoes thousands of miles in diaemeter and shooting great geysers of super-heated gases tens of thousands of miles into space, bombarding the earth with electrical bullets, or are they gigantic whirlpools set up between the moving layers of gases

within the sun? Each scrap of new knowledge helps in our search for the master key of the universe. Evolution really begins

with the formation of the atom. But for the origin of matter we may look to the stars as the source of the electrons and protons necessary to the construction of atoms. It is for such reasons, as well as its close proximity that the sun must become an object of ever-increasing interest to man. It is our power-plant—the source of all the energy that sustains life. From it we get the vital ultra-violet rays that build health, and from it come the variable forces that create destructive hurricanes and manufacture weather. Eventually a better knowledge of the and weather.

sun and its changing spots will make long-distance weather forecasting a valuable and dependable science. Droughts, floods and abnormal temperature changes will be anticipated and losses of life and property avoided.

WE are now coming to a period of sunspot maxima which combines with another cycle having to do with the relative position of the sun, moon and earth. Famines and weather calamities throughout the world in the past seem to have come in coincident cycles and appear to have been caused by variations in solar radiations. Since 1922 we have been getting less than normal heat from the sun and there has been an expansion of the cold water areas of the oceans producing abnormal climatic changes. It is for this reason that the present year has been heralded as a repetition of 1816 when the food supplies of the world were seriously damaged.

This makes it interesting to review

the weather that prevailed in that so-called "Year Without A Summer." surface. This mass we call the sun and According to Pierce's "Weather Rec-ords" which extend from 1790 to 1847, servant if we will only put forth the and which covered primarily the region effort necessary to get well acquainted.

our private universe or star cloud would around Philadelphia, the weather of have a diameter of about 9000 miles, the last quarter of 1815 bore a close Continuing our assumption on the same resemblance to the same months of 1926. January, February and March of 1816 were also quite similar to the first three months of the present year. There was one deep snow the middle of January, but otherwise the weather was ary, but otherwise the weather was mild, foggy and wet, with an average temperature of 32. The mean tempera-ture of February was 28, and that of March 36. The Delaware River was frozen over in February for only a few days. The first half of March was guite cold, but the last two weeks brought mild weather and heavy floods in the Ohio River.

> REAL disaster only commenced in April of 1816. The temperature of that month averaged 47, May 57 and June 64. April brought heavy frosts and snow squalls more appropriate for January. Ice formed on several nights and all buds were destroyed. According to the forecaster, "May's frowns were many and her smiles few." Northerly winds with frosty nights caused green things to wither. Corn was replanted two or three times and very little came to perfection. June brought several frosts and cold spells that killed practically every green herb. From six to ten inches of snow fell in various parts of Vermont; three inches in the interior of New York; and several inches in New Hampshire and

> As for 1927, there has been freakish weather in most parts of the world in recent months. Severe storms in the Mediterranean; gales across Great Britain; a record snow storm and de-structive freeze in Portugal and southern Spain; the heaviest snow in the Sahara in four centuries, extending into Palestine; the greatest flood in the history of the Mississippi Valley; the lowest temperatures ever recorded in late April in the Yellowstone and Western Montana. All of which, coupled with damage to fruits and destruction by hurricanes, lends credence to the thought that we may be in for a repetition of a year of adverse conditions in the northern United States.

> At least it is clear that mere man, with all of his boasted intelligence, is hardly more than a plaything in the hands of the mighty forces of nature. We average more than 90 tornadoes a year and no section is free from visitation. The common notion that the East is safe is fallacious. In 25 years, Pennsylvania has had 42 hurricanes, New York 33 and Massachusetts 10. Even hail does \$200,000,000 of damage annually in America. nually in America.

Back of this whole problem is a mass of vapor 865,000 miles in diameter, with an average density 1.4 times that of water, and having a temperature running from several million degrees Centigrade at the center down to

What New York is to the East Chicago to the West · · and San Francisco to the Pacific

ATLANTA

is to the

(America's Fastest Growing Market)

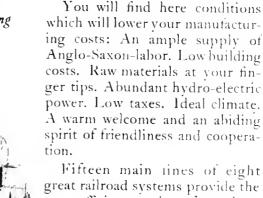
America's great producers are finding extra volume and profit in the South where buying power has trebled in the past few

Convincing proof is the fact that nore than 800 of America's largest orporations have found it profitible to establish Southern headjuarters, branch factories, wareiouses and sales offices in Atlanta. The record of these Atlanta ranches is one of constantly exeeded sales quotas -in many ases leading the entire country ither in percentage of increase or n total volume.

The South is an eager market nd a tremendously expanding narket for merchandise of every escription.

Steel girders or office clips, auomobiles or pencils, machinery or erfume, soaps, food, clothinghatever you make, you can sell profitably in this great market.

The days of long range merhandising have passed. Modern onditions demand that you esıblish a base close to your market. n the South, Atlanta is the one rategic location for production nd distribution.



most efficient routing of merchandise and men.

You cannot afford to overlook the prosperous Southern market. Investigation and comparison will prove that Atlanta is the one logical location for your Southern Headquarters, Without charge or obligation, the Atlanta Industrial Bureau will present the full facts relating to market opportunities and production costs as they apply to your business. Such a report may be the answer to your question 'How can I increase net profits?" Write today!

INDUSTRIAL BUREAU

111 Chamber of Commerce





Facts vs. Propaganda!

Many prosperous rural markets have been fenced off from the consideration of enterprising advertisers by false propaganda concerning the supposed "decadence of agriculture." In some cases this propaganda happens to coincide with the facts, but such cases are in insignificant minority.

If your product will sell to farmers, estimate the market awaiting it in the four-state territory of North Carolina, Maryland, and the two Virginias. Crop values in this region are the highest in the country, and the farmers produce 79% of what they use for living purposes. Seventy per cent of the farms are owned outright, the mortgage rate being 161/2% less than that for the rest of the country. In final refutation to all propaganda, there have been 25,000 new farms started in the last five years.

Your merchandise can make no more effective entrance into this rich market than through the advertising columns of the Southern Planter, the oldest agricultural journal in Amer-This fortnightly paper, with a circulation of more than 180,000, goes twice a month to one farm in every three, and its influence extends far beyond the number of subscribers. It assures the consistent advertiser of certain success.

The Southern Planter Richmond,

JAMES M. RIDDLE CO.
Chicago New York Atlanta
Kansas City San Francisco



Every Woman Has Her Own Idea

Look at the feet of the women sitting opposite you in the subway or surface car and you will understand why women's shoes are so expensive. No two pairs are alike-or anywhere near alike.

Mass production has been applied to the manufacture of tens of thousands of articles of everyday use, but it has not been carried very far in the matter of feminine footwear. Every woman seems to have her own idea as to what she should have. The manufacturer gives her what she wants-at a price.

Think of It

The Wardman Park Hotel in Washington probably houses under its roof more congressmen, senators and Government officials than any other building in that city. Even when Congress is not in session, it is crowded to capacity. At the moment, a lady who makes her home there tells me, it has 3000 guests, of whom 489 are widows!

She did not enlighten me as to whether these ladies are of the "sod" or "grass" variety. Nor did I particularly want information on that point. The mere fact that nearly five hundred women without husbands were gathered together was quite enough.

He Still Holds His \$5,000 Job

A couple of years ago, you may recall, several of the New York newspapers published the names of a great many men and women whose incometax payments were notably large. In this list was the name of a man with whom I have been acquainted for many vears.

\$28,000! That was the amount of his tax-a surprising figure in view of the fact that he held a salaried position which paid him not more than \$5,000 a year.

"He must have made a killing in Wall Street," said I to myself. "Or, maybe, he has been dabbling in Florida real_estate."

Both surmises were wrong. Recently, quite by accident, I got the inside dope-that is, I learned how it has come about that Blank, who, by the

way, still holds his modestly-paid position, pays an income tax which indicates that his yearly income is around

More than twenty years ago, when Blank was living in Boston, he numbered among his intimates, a man who had invented a device the name of which is now a household word. This man was in desperate need of money with which to develop his invention. Blank let him have \$2,500 and was given a substantial stock interest in the enterprise. It is the dividends on this stock which have put Blank on Easy Street.

An Interest in Life

I once heard a physician say that he believed it is a good thing for people to speculate-"it gives them an interest in life."

He may be right. Indeed, I believe he is right if the idea is not carried to extremes.

I am not a speculator. Years ago, I found that I lacked the qualifications which a successful speculator must have. Nevertheless, like every man who has got together a few thousand dollars, I find that some of the "securities" I bought, thinking they were investments, are speculations. And I'll say, frankly, that I get a lot more fun out of them than I do from my gilt-edge bonds and preferred stocks of the sort which John Moody classifies as AAA. If I sold them—as I should—I would feel that I had parted with old (but troublesome) friends. It is because I hold on to them that the financial page still interests me.

Not very sound reasoning, I admit, but entirely human.

He "Had a Feeling"

The man who addressed us in regard to a phase of modern life which is very much in people's minds nowadays had a vast array of facts and figures to support his arguments; and he put them before us in a most convincing manner. Yet, when he came to the "question and answer" part of his lecture he took refuge, time and again, in the simple but not very logical statement, "I have a feeling" that so-and-so is the case.

Most of us are like that. We rely on facts-until they are challenged. Then, as often as not, we fall back on our "feelings." The funny part of it is that these same feelings are frequently as good a guide as anything JAMOC.



During 1926 readers of evening newspapers in Chicago paid \$5,530,688 for 163,345,557 copies of the Evening American.

Think of it!

More Than Five Million Dollars paid by the public for one newspaper; or nearly twice as much as was paid by readers of the second evening paper.

The Evening American sells at a 50% higher price than does the second evening newspaper. This *preference*, as expressed by the public, is an eloquent trib-

ute to the Evening American. A higher price always indicates a preferential. No product under the sun can command leadership in its field when it costs more, unless it has the merit to justify that higher price.

Because it is clean and whole-some; fearless and fair in all things; because it publishes the news as it finds it and caters to no class or creed, the EVENING AMERICAN today has by far the largest circulation of any Chicago evening newspaper and the second largest evening paper circulation in all America.

CHICAGO EVENING AMERICAN

a good newspaper



A New Detroit Hotel With A Definite Purpose!

Equipped in the finest and most modern manner—designed by a firm of world-famous hotel architects—directed by a man thoroughly versed in every phase of hotel management, the function of the new Savoy in Detroit will be to supply first-class hotel accommodation at moderate rates.

The Savoy has 750 rooms with baths, and is situated just six short blocks north of Grand Circus Park, on Woodward Avenue at Adelaide Street.

It was designed by Louis and Paul L. Kamper (architects of the Detroit Book-Cadillac Hotel) and has as its managing director, A. B. Riley, formerly manager of the Bancroft Hotel, Saginaw, Mich. The Savoy's rates are \$2.50, \$3.00 and \$3.50, with suites and sample rooms ranging in price from \$5.00 to \$12.00.

The cuisine of the Savoy is unsurpassed. Outstanding features of the Hotel are the Bohemian Room, the Coffee Shop and the Food Shop

the walled in Garden Court the International Suites (each decorated in the national style of some foreign country)—the 20-chair barber-shop and the 18-booth beauty parlor—the Emergency Hospital, with a nurse in constant attendance—the Valet and Checking service—the Florist's Shop the Humidor—and the Gift Shop.

A. B. RILEY, Managing Director

-10.00 TO-



Mr. Payne's Grateful Electuary

By Edward Pousland

AS it ever happened in the course of your business dealings that you have unwittingly offended one of your dependable customers—so much so that the prognosis of your formerly agreeable business relationship with him becomes, of a sudden, extremely bad?

Under such circumstances the average business man usually prefers to avoid the embarrassment of a personal interview and writes a letter. But the type of letter which the average business man prepares when he wishes to regain the favor of a customer is composed of an incoherent flow of stupid platitudes, which only make matters worse. His method of attempting to shift the responsibility may be outwardly mild-even polite-but his efforts are bound to fail unless he is willing to take his part of the blame and be perfectly frank and sincere in his discussion of the matter.

Let us take a definite case: Mr. R. C. D., sales manager of the F. Company, recently wrote an unnecessarily harsh collection letter to a customer whose credit was perfectly good-of the best, in fact-but who was habitually easy-going with respect to the prompt settling of his obligations. Upon receipt of the discourteous collection letter, the customer, who really had intended to pay his debts, was greatly displeased. However, he paid his bill immediately, but said in his accompanying letter that he wished to have his name withdrawn from the "customer list" as he was not in the habit of being insulted on account of a little carelessness in attending to his outstanding debts. The sales manager realized his mistake, and wrote a bromidic letter of apology, but received no reply. He wrote a second letter of the same variety; still no response was forthcoming. Finally he asked a friend to analyze the situation for him, and proffer a solution. It was decided that what was needed was a letter which would attract attention, arouse interest, and amuse the recipient in the highest degree. in such a manner, however, as to avoid any suggestion of "freshness" or "smartness." So, as can be seen. the task was not an easy one.

The friend had in his collection a curious old advertisement taken from a copy of an issue of the *Spectator*, which had appeared in 1711. This advertisement, attached, formed the basis of the letter. It was set up in type as though it were a reprint.

Here is the text of Mr. Payne's advertisement in the *Spectator*:

Loss of Memory cured or the Spirit of Kindliness, certainly restored by a grateful electuary peculiarly adapted for that end; it strikes at the primary source, which few apprehend, of many ills, makes the head clear and easy, the spirits free, active, and undisturbed, corroborates and revives all the noble faculties of the soul, such as thought, judgment, reason, memory, and a benevolent spirit, which last in particular it so strengthens as to render that faculty exceedingly quick and good beyond imagination; thereby enabling those who have become harsh and unmitigating to regain their lost good nature. Price 2s. 6d. a pot. Sold only at Mr. Payne's, at the Angel and Crown in St. Paul's churchyard, with directions.

And here is the letter to which the reprint was attached. It at once brought the "better self" of the displeased customer to the surface:

January 28, 1926.

Mr. Francis Pitman, The Hollister Associates, Boston, Mass.

My dear Mr. Pitman:
Mr. Payne's advertisement, attached to this letter, appeared in the Spectator (London) in 1711—215 years ago.

We are seriously thinking of sending to London to see if it is not still possible to find two pots of Mr. Payne's specific—one for ourselves and one for

It would be well worth two shillings six pence a pot if this wonderful recipe could, with a certainty, reestablish the pleasant relations which existed between us before certain wholly insignificant little difficulties arose to spoil the setting.

Shall we try a pot apiece—or shall we simply avail ourselves of Emile Coué's auto-suggestive method—wishing away all rancor and ill-feeling, and starting to "pull together" again as good, understanding friends?

F. Company,
R. C. D., Sales Manager.

The customer called on the phone the following day to compliment the sales manager on his dextrous handling of a delicate situation and to ask if he might obtain some of the reprints of Mr. Payne's advertisement to use himself in his own busi-

IDLE MONEY How shall it be put to work?

LARGE surpluses have been earned by expanding business and the prospects are that the year 1927 will produce further surplus funds.

¶ How shall they be invested?

The present low interest rates for money indicate that as far as established products are concerned, industry can readily secure funds with which to enlarge its plant capacity, improve its equipment and increase its rate of production.

¶ It is to be expected, however, that still greater amounts will be invested in producing new lines and in methods of increasing consumption of established lines. It is indeed probable that the most profitable employment of available funds will be in the intensification of sales and advertising effort for products, new and old.

It has been said that there is essentially no such thing as over-production. There are periods in which the stock of goods is greater than can be sold, because of high price, faulty distribution or the inability or unwillingness of the consumer to buy. Broadly, however, we have a chronic under-consumption. For there always are millions of families who have not yet been accustomed to the purchase and use of many of the most ordinary commodities, and besides these, millions more who have not quite reached the point

of using the newer conveniences and luxuries.

The vast production of recent years has been readily consumed and high wages, steady employment and the economies of mass distribution have made favorable preparation for increased consumption of goods of every variety and every scale of cost.

¶As Mr. John J. Raskob of the General Motors Corporation has said: "Consumption requires production, production requires work, work demands wages, wages mean consumption, and so the circle of prosperity is completed."

Manufacturers who are also sound advertisers contribute powerfully to the completion of this circle of prosperity, because they are applying their resources not only to increasing production but also to increasing consumption.

¶ Surplus money has permitted industry to experiment with and to perfect new products and it is one of the romances of modern business that the new product of today often becomes the staple commodity of tomorrow.

¶ Manufacturers with idle money at their command will in the next twelve months find themselves increasingly occupied with investing it in these two directions:

First, in bringing their products more forcefully to the public attention. Second, in manufacturing new things that the public will want.

The <u>Jiterary</u> Digest

dvertising Offices: · NEW YORK · BOSTON · DETROIT · CLEVELAND · CHICAGO



A symbol of direct editorial appeal to women through the pages of a magazine subscribed for by men

THE results of this unique publishing experiment prove a definite family interest in The Shrine Magazine. May we tell you about them?

The net paid circulation of The Shrine Magazine is 607,112 copies monthly. A distribution statement, by states, will be mailed upon request.

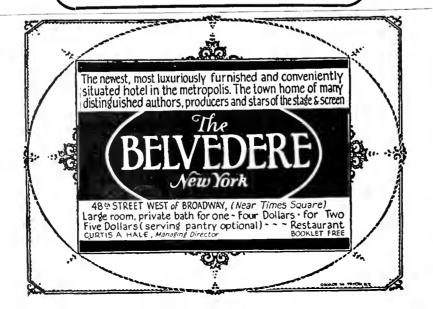
THE SHRINE MAGAZINE

1440 Broadway · New York

Phone: Pennsylvania 7827

CHICAGO

BOSTON



The request was, of course, granted; and the former agreeable relations at once reestablished.

New Market Analysis Published

A STUDY of All American Mar-kets," a volume of 600 pages designed particularly to simplify the problems of advertising and sales executives, has recently been published by the One Hundred Thousand Group of American Cities.

The volume is divided into two main actions, with sub-sections. The first sections, with sub-sections. sections, with sub-sections. The first half is given over to lists of the key cities to all sections of the country, with descriptive material about the markets. The second part is full of terse analyses of the markets of all cities and towns of a population of cities and towns of a population of

1000 or more. The cost of newspaper advertising in the individual markets, the gravure advertising rates and correlated information is given in succinct detail. Recorded among "population characteristics" are the circulation figures of the leading newspapers in the key market

cities.

only are population figures given, but the number of homes, famliles, males and females are estimated. The figures were compiled from the 1920 Government census figures and revised to fit estimates based thereon, minimum the consus page 1927. bringing the census up to 1927. A compilation of the number of bank deposits, automobile registrations (Fords separated from other makes) and even the number of telephones, gas meters and electric light installations are com-piled. The volume teems with statistics, lists and statistical charts too numerous to mention.

Retailers and wholesalers are divided into six groups of financial ratings. The actual number of each in

every town is given, along with a market summary for each group.

This handsomely bound tome is obtainable only when application for it is approved by one of the member newspaper of the grounty-six journals that approved by one of the member newspapers of the seventy-six journals that make up the organization. With an approved application, it can be had for fifty cents, the cost of packing and mailing. Accompanying each copy is a specially drawn merchandising map of the United States.

Hart, Schaffner & Marx Ad Wins Award

The Continental Clothing Company of Boston won the prize in the fourth weekly advertising contest conducted by the Boston Evening American. The winner was a humorous advertisement for Hart, Schaffner & Marx clothes embodying novel illustrations and clear, precise copy. It was selected as the outstanding merchandising message published in the American during the week of April 18—the prize being free incertion of the advertisement. Caninsertion of the advertisement. Cap-tioned "The Primer of Spring Color for Men," it impressed the judges, not only because of its copy and typography, but also because of the advan-



QUALIFICATIONS

When it takes a new organization less than a year to entrench itself securely in a sharply competitive field, the achievement bespeaks unusual qualifications.

And Gotham's qualifications as your engraver truly are unusual. There is at your disposal a comprehensive service, not only in photo-engraving, but in all of its allied arts. You may assign any manner of work to us at any time of the day or night, and we will despatch it to you, punctually, at the time of your own specification. The craftsmen who will carry out your assignment are all of the master class which does not vary in quality of work under pressure of even the closest limitations of time.

GOTHAM PHOTO-ENGRAVING CO., INC.

229 West 28th St.

New York City

Telephone: Longacre 3595



Every two weeks 825 creameries like this hand out fat checks to 162,952 dairy farmers in Minnesota.

Butter production last year increased ten million pounds. The price increased nearly four cents a pound. Nine out of every ten Minnesota farmers have insured dependable and regular income by balancing other sources with productive dairy herds.

Twenty-four pay days a year mean year around sales for your dealers in the 14,000 small towns that get their major business from the 51.2 per cent farm population.

Farm paper advertising is obviously necessary in the Northwest. The farmer with a dairy herd markets frequently and must have a farm paper of frequent issue.

THE FARMER, being the only weekly farm paper in the Northwest, holds the attention of the 90 per cent who get the twice-a-month cream check.



Wallace C. Richardson, Inc., 250 Park Avenue, New York



Standard Farm Papers, Inc., 307 No. Michigan Ave., Chicago, Ill.

Northwest Member Standard Farm Paper Unit

tageous tie-up of the Continental Clothing Company with Hart, Schaffner & Marx. The contest, which is sponsored by the Advertising Club of Boston, is now in its fifth week. All advertising placed in the Boston Evening American is eligible, and is reviewed by a committee appointed by Major P. F. O'Keefe, president of the Advertising Club of Boston.

Semi-Annual Meeting of the A. N. A.

HIS year, the semi-annual convention of the Association of National Advertisers will be held on May 9, 10 and 11 at the Hotel Statler, Detroit. Aside from the regular convention routine, this meeting will mark the seventeenth anniversary of the association's inception. The keynote of the convention will be "Laying the Foundation of an Advertising Campaign," under which will be discussed market analysis, copy research, media dealer cooperation, and the place of advertised products in the department store. There will also be an important session devoted to industrial advertising in relation to a general advertising

The program of addresses is as fol-

Monday, May 9

1'RINCIPLES OF INDUSTRIAL ADVERTISING—Malcolm Muir, Vice-President, McGraw-Hill Publishing Company.

EDUCATIONAL ADVERTISING AND INDUSTRIAL MARKETING—W. L. Towne, General Electric Company.

AN INDUSTRIAL RESISTED PROPERTY.

Electric Company.

An Inquiry into Business Paper Rates — W. S. Lockwood, Advertising Manager, Johns-Manville, Inc.

The Nationally Advertised Product in the Department Store—Ralph Yonkers, Advertising Manager, The J. L. Hudson Company.

Company.

THE A. N. A. NEWSPAPER PROGRAM—A MEMBERS' FORUM. Discussion led by Verne Furnett, Secretary, Advertising Committee, General Motors Corporation; Chairman, A. N. A. Newspaper Committee.

Tuesday, May 10

CAN ENGINEERING PRINCIPLES BE APPLIED TO ADVERTISING?—C. F. Kettering, President, General Motors Research Corporation: Vice-President, General Motors Corporation TRADING AREAS AS A BASIS FOR MARKET ANALYSIS—T. O. Grissell. George Batten

Compaly.

STALKING THE PROSPECT—Professor John
L. Brumm, University of Michigan.
TESTING THE COPY APPEAL—Claude C.
Hopkins, Advertising Counselor.
LUNCHEON: 12:30 p. m. with Detroit Adcarft Club.
KNOWN FACTS ABOUT CIRCULATION AND
HOW TO USE THEM—O. C. HARD, Managing
Director, Audit Bureau of Circulations.
MAGAZINES AS A PRIMARY MEDIUM—Lee
II. Bristol, Secretary, Bristol-Myers Co.
GROUP MEETINGS on agency matters,
dealer cooperation, outdoor advertisingmagazines, and industrial advertising and
business papers.

husiness papers.
FORMAL DINNER at 7 p. m. to be addressed by Theodore F. MacManus, MacManus, luc., and James Schermerhorn, both of Detroit.

Wednesday, May 11

Wednesday, May 11

Newspapers as a Primary Medium—J. C. McQuiston, Advertising Manager, Westinghouse Electric & Mfg. Co.

RADIO AS AN ADVERTISING MEDIUM—Merlin H. Aylesworth, President, National Broadcasting Company.

Members' Experiences with Radio Advertising—W. Russell Green, Advertising Manager, The Charles E. Hires Co.; J. A. Taylor, General Sales Manager, W. SQuinby Company.

SELLING ADVERTISING MATERIAL TO THE DEALER—Marshall B. Cutler, Advertising Manager, J. P. Smith Shoe Company.

3 AN ADVERTISEMENT BY RAY GILES, THE BLACKMAN COMPANY



HARD BUSINESS MADE EASIER

ADVERTISING is a hard business. It takes things out of you. You must put your heart in your work. You must give out ideas. (See sketch above.)

At night you often wonder where it all will end. If you have done a full day's work you are pretty sure to feel quite empty.

Very much like this:



B UT the next day's work stares you in the face. Wanted: More ideas. Wanted: More enthusiasm. You simply must fill up again. How?

Of course there's golf. Some bowl. Others dance. Still others make ship models. I like to recreate with a Graflex. Or play a banjo. Sometimes my soul overflows its banks and I make lovely little sketches like the ones on this page.

However, hobbies aren't enough. They relax you. But they don't fill you up again.

What will? That's just what I wanted you to ask me. I know. Advertising & Selling.



Advertising & Selling puts things back again. Really. That's why I like Advertising & Selling.

THE second picture gives a rough general idea of how Advertising & Selling puts things back again. All kinds of things. Ideas. Schemes. Plans. News. Inspirations.

It offers more ideas to the square inch. Even the physical make-up stimulates you. If the editor catches contributors padding their articles he strips off the fat and leaves only the red meat with just enough cushioning to keep the ribs from showing. You never feel like skipping paragraphs when you read Advertising & Selling.

But I know something more.



A DVERTISING & SEI LING stirs you up! The above picture proves it. You can actually see the man's mind effervescing. (Those little round things are carbonic bubbles.)

Fancy that!

Sometimes Advertising & Selling prints things that are usually only talked about. Almost forbidden things. Sometimes reverses itself—changes its mind—lets itself in for the controversial.

Has many of the faults of youth-God bless it!

OME read to read themselves asleep. With Advertising & Selling you read yourself awake. It's a bracer to take along in the train in the morning, not a bed-time glass of hot milk.

"ARLINGTON OPERATED"

Hotel Ansonia



Broadway, 73rd to 74th Sts. NEW YORK CITY

12 minutes from Penn. and Grand Central Stations. 5 minutes to Theatres and

Shopping District.

1260 ROOMS

(ALL OUTSIDE)

New York's most complete hotel. Everything for comfort and convenience of our guests.

TWO RESTAURANTS

Open from 6:30 A. M. until midnight

Music-Dancing 2 Radio Orchestras Ladies' Turkish Bath Beauty Parlor-Drug Store Barber Shop Stock Broker's Office All in the Ansonia Hotel

TRANSIENT RATES

300 Rooms and Bath, \$3.50 per day Large double Rooms, twin beds, Bath, \$6.00 per day Parlor, Bedroom and Bath (2 persons), \$7.00 per day

Special Weekly and Monthly Rates

A restful hotel—away from all the noise and "dirt" of the "Roaring Forties." No coal smoke, our steam plant equipped oil fuel. Coolest hotel in New York in Summer.

The

In Conjunction with The Hotels Marseilles, Anderson Richmond and Cosmopolitan

"ARLINGTON OPERATED"

Romance of the Magazine

[CONTINUED FROM PAGE 25]

notably successful has taken measure of the new outlook, the more liberal thought, the new "tempo" of American life.

I do not mean that all have cast tradition to the winds and launched a new ship on the high tide of modernism. In fact, the greatest virtue of some editorial policies has been that they have retained a deep respect for the time-honored institutions on which their original prosperity was reared and have handled modern impulses with a rare degree of discrimination. This refusal to be stampeded into sensationalism has justified the firm belief that great revolutions move slowly. and that sometimes the symptom passes away and proves to have been only strawberry rash before chicken pox really sets in. There are at least a few editors who stoutly maintain that not every old lady of Dubuque is smoking cigarettes at the Ritz, and what is more-most of them have no desire to. And the sturdy success of magazines edited on that premise have proved them more or less correct in their judg-But on the other hand they have taken full cognizance of the revised ideas of modern youth and have not utterly condemned the vogue of legs and lip sticks.

Let me for purposes of illustration consider The Ladies' Home Journal, the Woman's Home Companion and Good Housekeeping. All have traditions. All have served in their time and served well the conservative minded, conservative living woman in the home. It might have been easy for any one or all of these publications to say, "off with the old, on with the new; we hereby devote ourselves to the delectations of the modern maid and her modernized mother." But it is a hazardous undertaking to let go of the armchair and strike out with uncertain step for the window sill. And just possibly the armchair may still be there when the tempting light that pours in at the window may have proved a snare and a delusion. It has been the policy of such magazines to bring the light into that room without abandoning the armchair to the museum.

MIGHT reach out and bring into this group Pictorial Review and Mc-Call's, because they typify in slightly different manner the publication in which the new has been blended with the basic ingredients of woman appeal. The one great change that has characterized all these publications in varying degrees has been the sheer interest that has been infused into their pages. Fif-teen years ago all these magazines were, by present standards of judg-ment, dull. Arthur Vance, editor of Pictorial Review, says that in those days there were two kinds of short fiction—"good short stories and short stories in women's magazines." It took effort as well as money to get the best authors to write for a woman's magazine. They thought it beneath them.

In this same classification, yet in a more general sense, go the revered

Saturday Evening Post and the American Magazine. Apparently unconcerned by the sudden bursting to full bloom of revolutionary new ideas, they have chosen the path of more deliberate treatment of changing thought. Yet both have been pioneers—the Post in presenting the romance of business through fiction and in its popular treatment of scientific, industrial and economic subjects. The American has shaped its policy more definitely in terms of the individual-the inherent desire for personal success, for happiness in business and in life. It is significant that both founded their appeal on factors that remain constant, regardless of change in habits or custems or thought.

THERE is one periodical that I want to mention specifically just here, because its policy is deep seated in an unchanging interest and because it typifies so well the service performed by one class of magazine. That is Vogue. Mrs. Chase has epitomized a definition of its purpose, "To hold the mirror up to fashion, but to hold it at such an angle that only the truly fashionable are reflected." Here is distinctly the function of a magazine, to choose with deliberation and discrimination. Mrs. Chase, though she speaks of Vogue's policy only, might have been speaking for many magazine editors when she says "Ours must be a policy of accepting new verdicts with an eye to old traditions; of advocating common sense in the midst of reproducing wild fancies, and keeping the head clear above surrounding froth."

All the magazines I have spoken of have served the double natures of their readers, the personal and the escape. There are, of course, many which seek only to entertain, the fiction magazines such as Red Book and Cosmopolitan. They have sensed the changing public taste in fiction demonstrated by what people come to the newsstand to buy and they have held great audiences with stories that reflect the interest of modern life.

There is, too, a group of review publications, such as the Literary Digest, Review of Reviews and World's Work, which have preserved their traditional manner of presentation but by their very character reflect the recently current through a weekly or monthly summary of the news. They have justified their place in the sun by the adherence of a large group of faithful followers.

And now I want to speak of a distinct group of magazines, utterly different in character, yet having one thing in common-they sprang full fledged into being during the jazz age. I am not a devotee of astrology, but I believe that a magazine or a newspaper carries on its shield the mark of the sign under which it was born.

There is *Liberty*, for example, created by a great and successful newspaper publishing organization, unfettered by tradition, free to find its policy in current thought and current tendencies. In the words of its editor,



Published monthly, supplemented with bulletins, and covers daily newspapers, farm papers, general magazines and business papers

To Select the Proper Advertising Mediums you need STANDARD RATE & DATA SERVICE

It gives up-to-the-minute information on rates, discounts, color and cover charges, special positions, classified advertising and reading notices, closing dates, page and column sizes—and circulations on publications in the United States and Canada.

The rate cards and circulation statements are practically duplicated and placed in one convenient volume.

-----USE THIS COUPON-----

Special 30-Day Approval Order

STANDARD RATE & DATA SERVICE, 536 Lake Shore Drive, Chicago, Illinois.	3000	103
Gentlemen: You may send to us, prepaid, a copy of Service, together with all bulletins issued since it return it at the end of thirty days you may hill subscription. The issue we receive is to be considered copy on the tenth of each month. The Servised copy of the day.	of the current number of Standard was published for "30 days" use, us for \$30,00, which is the cost of dered the initial number to be for	Rate & Data Unless we f one year's
Firm Name	Street Address	



Naturalness Permanence Third **Dimension**

(Our List of Customers Is An Adver-tising Blue Book.)

OLD KING COLE Inc. Canton, Ohio

Eastern Representative

R. E. McKimmey Co., Inc. 389 5th Ave., at 36th St., New York City Caledonia 8776-8779



PAPERS WE. **SERVE** No. 1

We have contributed space-selling ideas to this publication since August, 1926.

LE ROY P. WIGHT, Inc. ADVERTISING SALES

25 WEST 43RB STREET, NEW YORK CITY



New York's newest and most beautifully furnished hotel accomodating 1034 guests Broadway at 63 Street. ROOM WITH PRIVATE TOILET.

ROOM WITH PRIVATE BATH-\$350

A.B.P. and A.B.C. Published

Bakers' Helper is the oldest magazine in its field. It has given practical halp to bakery owners for 40 years. The fact that over 75 per cent of its readers renew their subscriptions by mell shows they want it.

New York Office

431 S. DEARBORN ST CHICAGO, ILL.

"Liberty does for the world of popular ideas, customs and opinions what the newspaper does for the world of daily happenings.

There is Time, whose editors leaped from Yale classrooms to handle the news of the world with smartness and sophistication. And its readers follow their pranks with the same mixture of pride and impatience with which a parent regards an incorrigible young son.

And there is the New Yorker, as smart in dress as a Fifth Avenue window and equally as smart in its comment on the fads and fancies of the town it represents.

And there is *The American Mercury*—where Mr. Mencken exposes the morons and flays the wowsers with such literary skill that merely to be seen with it is a mark of distinction.

It is a brazen and daring thing to do, to group these magazines together, when all they have in common is paper and ink. And yet they are commonly and uncommonly significant in that they are built of ultra modern ma-terials, with no sturdy old foundations on which ever to rest their tired feet. Each with its own audience is in full bloom and high favor. Only the passage of the years will tell how firm is the foundation they have set upon fresh ground and how solidly their editors will build them to positions of permanent influence.

One thing is certain-times have changed. And times will change again. And magazines reflecting those times will change with them. The newspapers of a generation hence will be reporting in a dozen daily extras the swift occurrences between each rising and setting sun, and the dark and daring deeds of the intervening night. And the magazines will be informing, inspiring, entertaining families in millions of homes with fiction and feature and contemplative discussion, both of those deep rooted interests that are eternally close to all of us, and to the influence upon them of the customs of that day.

THERE is one point of signifi-cance brought out in letters from editors which I must mention before I close. For some years now I have been talking and writing on the subject of advertising copy, and at every opportunity I have made my plea for copy as attractive and as interesting as the stories and articles in the publication in which is is to appear. In that appeal I was, of course, no pioneer but only one of those who hoped to see advertising lifted in its art and copy treatment to the level of editorial pages.

I beg leave to report that this campaign has been signally successful. Some of the editors who replied to my inquiry on their policy stated that one of their aims was to make their stories and special articles as interesting and appealing as first class advertisements, Glance through the more modern magazines today and you will see how this very thing is being done. At the beginning of each story or feature there must be, by editorial decree, a striking illustration, a tempting title, an enticing sub-head, and all that follows must be presented so attractively that the reader will be led at once into the reading of that feature instead of yielding

Bakers Weekly A.B.C.-A.B.P. New York City NEW YORK OFFICE—45 West 45th St. CHICAGO OFFICE—343 S. Dearborn St.

Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.

THE AMERICAN ARCHITECT Est. 1876 A. B. C.

"Advertising and Selling to Architects," a booklet prepared to give you a better understanding of the architectural field, is now available.

Your copy will be sent upon request.

243 West 39th St.

New York

Shoe and Leather Reporter Boston

The outstanding publication of the shoe, leather and allied industries. Practically 100% coverage of the men who actually do the buying for these industries. In its 67th year. Published each Thursday. \$6 yearly. Member ABP and ABC.

Topeka Daily Capital

The only Kansas daily with circulation thruout the state. Thoroughly covers Topeka, a midwest primary market. Gives real cooperation. An Arthur Capper publication.

Topeka, Kansas

The Standard Advertising Register

is the best in its field. Ask any user. Supplies valuable information on more than 8,000 advertisers. Write for data and prices.

National Register Publishing Co. Incorporated

15 Moore St., New York City R. W. Ferrel, Manager

Folded Edge Duckine and Fibre Signs Cloth and Paraffine Signs Lithographed Outdoor and Indoor Displays

THE JOHN IGELSTROEM COMPANY
Massillon, Ohio Good Salesmen Wanted Massillon, Ohio





each volume an index will be published and mailed

to you.

to the stronger pull of modern art and pungent prose and poetry in the advertising pages. Some of the magazines are even running advertising opposite every editorial page as added tempta-

Advertising has not merely provided through revenue the sinews of publishing progress; advertising has developed its understanding of people, it has refined its manner of speech, it is so mastering the art of catching and holding interest, that it has won the respect of those whom it has long sought to imitate. The romance of the magazine and the romance of advertising are one.

Installment Buying a Peril

By Senator James Couzens

TOUNG people, and particularly young men, tie themselves up with these installment payments so that their future is absolutely mortgaged. What position will they be in when the opportunity presents itself to go into business or to make a small investment in some enterprise?

Several of the original investors in the Ford Motor Company, among them myself, had saved a few hundred dollars, which they had available when the Ford Motor Company was organized and which they invested in the business with well known results. Suppose we had purchased bicycles, pianos and other articles on the installment plan we would certainly not be availed

to grasp that opportunity.

Hundreds and hundreds of thousands of working people are now bound with these installment payments so that they dare not even take a reasonable risk in a new venture, either of employment or investment. I believe more harm is being done to the development of our country through widespread installment buying than any other one way. I believe it is stultifying initiative, ambition and energy to an extent as yet unrealized.

Competition through high pressure selling methods has used up the consumer's dollar, and is now fighting for the dollar of next week, next month and next year. When the proponents of these selling plans have secured these dollars, how much farther are they going to reach out? What if there is no consumer's dollar to receive? What if illness, loss of employment, disaster, or what not, occurs? What is then going to be done about the dollars anticipated, but not obtainable?

We have been so prosperous during the last few years that we have not had to face the problem of what to do with repossessed goods-goods on which the installments are not paid. If the time comes that repossession goes on rapidly, these goods will interfere with the flow of new goods from maker to user, and we shall have a real problem for salesmanship. They will mean frozen

67 advertising agencies placed an aggregate of nearly 1000 pages of space in Gas Age-Record during the year of 1926. The volume of agency-placed advertising is an infallible index to the strength of any publication its particular field. agencies thoroughly investigate every business paper reaching the industries in which their various accounts are active, before contracting for space.

Agencies serving advertisers whose messages are directed to the gas industry know that it is possible to cover this gigantic market thoroughly, at one cost, Gas Age-Record offers to advertisers and advertising agents a 99.47% coverage of the gas industry.

Inquiries will receive prompt attention

Gas Age-Record

A. B. C.

New York

9 East 38th Street

We also publish Brown's Directory of American Gos Companies and the Gas Engineering and Appliance Cotalogue.

Gas Age-Record Spokesman for the gas inclusing



Rate for advertisements inserted in this department is \$3.00 per inch. Minimum charge \$1.50. Forms close Saturday noon before date of issue.

Position Wanted

We know a man who will be a valuable addition to the staff of some agency or advertiser, and who will bring to the new connection that he now seeks these qualifications: Seven years' training with nationally-known corporation, as executive in purchasing department and later as head of packaging department. Experienced in purchase of art work, engraving, typography, printing and lithography, and in copy and layout work. Thorough knowledge of paper stock, envelopes, bags, shipping cases, containers, etc. He is a native American, age 29; university graduate, Protestant, married. He will go wherever opportunity warrants. If yon know who might profit by the services of this man, fuller details may be had by addressing Rox 463, Advertising & Selling, 9 East 38th St., New York, N. Y.

Young man, married, wishes position as assistant to busy advertising executive. Recently with DeLaval Separator Co, as production manager. Work embodied lay-out, writing sales promotion, purchasing and production of an enormous amount of advertising. Address Box 464, Advertising & Selling, 9 East 38th St., New York, N. Y. Young man, married, wishes position as assistant

SALES executive who has successfully organized and trained numerous selling forces desires congenial, permanent connection; thoroughly experienced in high grade specialty selling using the one-call method, merchandising and advertising; age 36. Christian, married; hank, character and business references. W. S., care McKenna-Muller, 44 Court St., Brooklyn, N. Y.

YOUNG WOMAN ARTIST

Young woman artist recently returned from l'aris seeks full time position in agency or publication office. Close student of styles and style illustrations. Box 457, Advertising and Selling, 9 East 38th St., New York City.

ADVERTISING SALESMAN

with a downtown office in Chicago wants a live publication to represent in the Middle West. Over twenty years' metropolitan newspaper and trade paper experience. If you want a man who is a builder of profitable business, write me. My record will bear a strict investigation. Address Box 458, Advertising & Selling, 9 East 38th St., New York, N. Y.

Help Wanted

Wanted: Sales representative in eastern territory Wanted: Sales representative in eastern territory for practical, popular, nationally advertised salesmen's portfolios. Our product is being purchased by thousands among firms with large sales forces. To a reputable man calling on such firms we will give an exclusive territory on a profitable commission basis. Leads furnished. All correspondence held in strict confidence. Box A, Advertising and Selling, 1328 Peoples Gas Bidg., Chicago, Ill.

PRINTING SALESMAN who lacks "talking points" in present connection can locate with organization capable of helping him increase income Drawing account to man with following. Address Box 465, Advertising and Selling, 9 East 38th St., New York City.

For Sale

For Sale: A complete set of Bound Volumes of Printers' Ink Weekly from October 3, 1918, to September 28, 1922, in good condition. Volume numbers 105 to 120. Price for sixteen volumes \$30.00. Box 456, Advertising and Selling, 9 East 38th St., New York City.

For sale—Bound Volumes (5) of Printers' Ink Monthly from December, 1919, to May, 1922. In perfect condition. Price for the set, \$15.00. Box 464, Advertising and Selling, 9 East 38th St., New York City.

Business Opportunities

Opportunity for agency contact man with some worth while accounts to obtain working interest in small middlewestern advertising agency. No in small middlewestern advertising agency. No local competitor, and fast growing field. Write Rox 462, Advertising & Selling, 9 East 38th St., New York, N. Y.

NEW PRODUCTS WANTED

One of our clients, an old established organiza-tion with ample manufacturing and financial facilities, desires to add a few new products to their line. Will take over manufacturing, selling and distribution problems. If you have a product of proved merit, write to Shelby Syndicate, 1153 Southwestern Bell Telephone Bldg., St. Louis, Mo. All letters will be given strict confidence.

Press Clippings

BUFFALO CLIPPING BUREAUS

offer reliable National or regional newspaper reading service. Branch Bureaus Everywhere. General offices, One Terrace, Buffalo, N. Y.

Multigraphing

Quality and Quantity Multigraphing, Addressing, Filling In, Folding, Etc. DEHAAN CIRCULAR LETTER CO., INC. 120 W. 42nd St., New York City Telephone Wis. 5483

SERVICE Telephone Barclay 3355 Multigraphing Mimeographing Addressing

19 Park Place, New York City JOHN F. FITZPATRICK, Proprietor

"GIBBONS knows C.L.
J. J. Gibbons Limited, Advertising Agents
MONTREAL CANADA"

WINNIPEG

assets and will raise a question for financiers with which they will have not yet had to deal.

Business men, bankers and manufacturers, I hope, will see the hand-writing on the wall in time at least to curb this expansion of installment sales. Above all, I hope that the buyer will wake up to what is really happening before it is too late, before we encounter a great crisis. It will come. It is simply a question of how soon, and in my judgment is not very far off. We have yet time to help ourselves to some extent, even although we have gone too far to prevent all trouble.

If the normal, average business man would consider such abstractions as the economic welfare of the country he would refuse to engage in such an economically unsound program. The weakest of these business men (and I mean the weakest in character-not so much the weakest in finance) will go ahead with it, because he will satisfy himself that he is forced into it by competition. But you will find thousands, yes hundreds of thousands, of manufacturers and merchants throughout the country who refuse to engage in this unsound practice.-Nation's Business Magazine.

The Department Store and the Goods It Buys

By W. J. McDonough

T a recent convention one of the speakers made an unchallenged statement that the department store sold 300 per cent more than its possibilities. According to that speaker twenty-five per cent of all the merchandise sold in the department store is purchased through necessity. The remaining seventy-five per cent, he declared, was sold through the initiative of the store, which includes personal selling, advertising and display on the part of the department store management.

Now it is evident that to sell 300 per cent more than its possibilities a store necessarily must build up an element of good will. This good will must be carefully guarded and continuously augmented and preserved, that the great investment in real estate, buildgreat investment in real estate, building, equipment, and merchandise be protected. The only protection possible is a complete satisfaction of the purchasing public. Increased sales depend upon the building up of this good will. So the retailer necessarily must carefully guard its reputation in every particular. particular.

Department stores spend from one third to one half of the net profit in advertising. And of all the money invested in advertising eighty-nine per cent is spent in the daily newspapers of the community.

When merchandise is offered by such stores as a special value, this mer-chandise in a great majority of in-stances represents the market value at retail at a date very close to the time when that merchandise is offered to the public.

Frequently such merchandise is that offered by a manufacturer to the larger department store because of the manu-

facturer's inability to find a market for his output at that particular time. Again it may represent markdown from the average retail price for the clearance of stocks. In extremely few instances does it represent merchandise especially made for the retailer for

this purpose.

At the present time the department store is not inclined toward buying merchandise from the standport of deteriorated quality. For instance, an item which may be sold to the public at \$1.85 is bought by the store at \$14.25 a dozen. And in the average department the buyer would prefer to buy this merchandise on the basis of \$14.25 based on factory inspection rejecting twenty per cent of the mill production, than to take a mill run including material he would ordinarily reject, at a price of \$12.50 a dozen.

 $T^{\rm HIS}$ trend was well expressed recently by a buyer for a large chain of department stores. He said: "If an item offered at \$14.25 by the average manufacturer were offered by one particular maker at \$13.75, we are morally certain that the seventy-live cents a dozen would be taken out of the quality of the merchandise.

The question may be approached from another angle. In maintaining good will the retailer has an entirely selfish interest. If merchandise bought by him and sold to the public is below the average standard that his public has been accustomed to buy, the mer-chant is morally certain that the amount of such merchandise returned for credit will increase; and the retailer views with a great deal of concern the question of returned merchandise. Of course, in many instances the manufacturer will redeem unsatisfactory merchandise which the retailer has accepted from a dissatisfied customer. But the retailer appreciates that putting the customer to the inconvenience of making exchanges and creating a suspicion in this customer's mind about the merchandise offered by his store will not build good will. He is painfully aware of the fact that on every exchange which he makes he has performed all the service of making a sale. So upon the return of the merchandise he has suffered a loss of the entire markup, which includes overhead and net profit.

Exchanges are the bane of merchants. They make them with a smile for the customer, but behind the smile is a malediction for the manufacturer. Of course, exchanges are often due to some mistake on the part of the mer-

A variety of methods of distributing merchandise have been developed and powerful influences have been brought to bear on the retail trade to induce them to stock certain merchandise on the possible or probable retail market. The retailer, however, continues firmly to maintain the position that he has established in his community and thereby guards the good will of his customers. Under all circumstances, in order o conduct his business with the greatest degree of efficiency, he must have reedom of action in the purchase of nerchandise. And from my experiince through many years and by reason if my knowledge of the present situaion, it is my opinion that the merchant vill continue to maintain that freedom f action regardless of all other condi-

Advertisers' Index

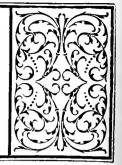
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American Druggist	[j] Judge
American Photo Engravers Ass'u	[k]
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Butterick Publishing Co 16	McGraw-Hill Co
[c]	Mergenthaler Linotype Co 6 Michigan Book Binding Co
Calkins & Holden, Inc	Milwaukee Journal 9 Molloy Co., David J 9
Cantine, Martin, Co	Multiplex Display Fixture Co 6
Chicago Evening American	ſ "]
Chicago TribuneBack Cover City of Atlanta	[n]
Cleveland Press	National Industrial Advertisers Ass'n., 9 National Register Publishing Co 8
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Farmer 82	[t]
Forum	Time
F 3	Topeka Daily Capital 80
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Gas Age Record 87 Gatchel & Manning, Inc. 52	West Va. Paper & Pulp Co.
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House Beautiful 43 Zero



The NEWS DIGEST

A complete digest of the news of advertising and selling is here compiled for quick and convenient reference for The Editor will be glad to receive items of news for inclusion in this department for Address Advertising and Selling, Number Nine East Thirty-eighth Street, New York City



CHANGES IN PERSONNEL—(Advertisers, etc.)

CHANGES IN PERSONNEL—(Advertisers, etc.)				
Name	Former Company and Position	Now Associated With	Position	
Ellis T. Morris	Niagara Wall Paper Co., Niagara, N. Y., Adv. Mgr.			
Robert H. Bennett .	. Devoe & Raynolds Co., Inc., New York, Ass Adv. Mgr	. Postum Co., Inc., New	In Charge of Export Adv.	
J. A. Cullinson	. National Fireproofing Co., Pittsburgh, Pa., Adv. Mgr.		g	
J. E. Hahn	De Forest Radio Corp. of Canada, Pres			
·	. Eagle Radio Corp., Newark, N. J., Sales Mgr.			
Kimball Stark	. Charles Freshman Co., Inc., New York, In Charge of Purchase and Production Control	. The Amrad Corp., Medford, Mass	. Adv. Mgr.	
	. Marmon Motor Car Co., Indianapolis, Sales Promotion Mgr	. Same Company	. Ass't Gen. Sales Mgr.	
	. Luxite Silk Products Co., Milwaukee, Gen. Mg1	r.H. E. Verran Co., New York Office	Dir. of Sales	
	. Hirsh, Wickwire Co., Chicago	. Same Company		
E. E. Hildebrand	. Nebraska Buick Auto Co., Omaha, Neb., Sale Pro. Mgr.	s	, 6	
Paul Zens	Jordan Motor Car Co., Cleveland, Ohio, Sec'y & Treas.			
Horace H. Clark	The Peoples Gas Light & Coke Co., Chicago	The United Public Service Co., Chicago		
	CHANGES IN PERSONNEL	_(Agencies, etc.)		
Name	Former Company and Position	Now Associated With	Position	
	Condé Nast Publications, New York, Art Dir.	. Barton, Durstine & Osborn, Inc., New York	Executive, effective May 15	
C. A. Reece	Brown Advertising Agency, Akron, Ohio, Acc't Executive			
C. F. Beatty	New Jersey Zinc Co., New York Adv. Mgr		,	
W. T. Marguis	American Press Ass'n, New York			
L. M. Clark	McCall's Magazine, New York, Adv. Dept			
F. S. Browning	Greenfield Tap & Die Corp., Greenfield, Mass. Ass't to Sales Pro. Mgr	•	kets & Media	
G. V. Rockey	Daven Radio Corp., Newark, N. J., Adv. Mgr			
Charles H. Bradley, Jr	Bradley, Inc., Boston			
C. D. Pruzman	Associated Farm Papers, New York, Ass't to Eastern Mgr.)		
B. H. Bramble	American Chicle Co., Long Island City, N. Y. Sales and Adv. Mgr.	, Baker Adv. Agcy., Ltd.,		
Charles E. Townsend	.The Advertisers' Weekly, New Rochelle, N. Y. Associate Editor		Acc : Executive	

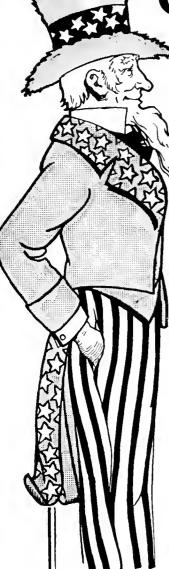
C. W. Macfarlane... Albertson Motor Co., Los Angeles, Cal.,

New York

Inc., San Francisco Manager San Francisco Office

. Editor Promotional Maga-





that The Detroit News made the greatest circulation gains of all Detroit newspapers for the six months ending April 1st.

THE statement of The Detroit News to the United States Post Office on April 1st shows it with an average of 353,989 Sunday circulation, and 320,970 weekday circulation

A Gain Over the Previous Six Months of

24,754 Sundays 9,138 Weekdays

No other Detroit newspaper equalled this increase in circulation

The character of Detroit News circulation and its ability to cover 90' 6 of the English reading homes of its market give the advertiser an opportunity to sell the whole field with most impressive copy through the use of one medium. That is why Detroit is known in advertising circles as a one-paper city, while the News leads all other newspapers in America in advertising patronage.

Average Net Paid Circulation for 6 Months Ending April 1st Sundays 353, 989; Weekdays 320, 970

The Detroit News

The HOME newspaper

Greatest Circulation Weekdays or Sundays in Michigan



Advertising • The NEWS DIGEST • Issue of May 4, 1927



CHANGES IN PERSONNEL—(Agencies, etc., continued)

Name	Former Company and Position	Now Associated With	Position
J. M. Trittenbach	.Rolfe C. Spinning, Inc., Detroit, In Charge o Research	f . Trittenbach, Inc., Detroi	t.Partner
H. C. Auer, Jr	.Rolfe C. Spinning, Inc., Detroit, Copy	. Trittenbach, Inc., Detroi	t. Partner
Karı A. Frederick .	. Buick Motor Co., Flint, Mich	. Green, Fulton, Cun- ningham Co., Chicago	Member of the Staff
	. Newell-Emmett Co., New York, Art Dept	.F. J. Ross Co., Inc., New York	Associate Art Dir.
C. S. Beatty	.Sun-Maid Raisin Growers Ass'n, Fresno, Cal., Gen. Mgr. in the Orient	. Lord & Thomas & Loga	n,
George Powell	.California Fruit Growers Exchange, Los	San Francisco	Member of the Staff
	Angeles, Cal., Service Dept	. Lord & Thomas & Loga San Francisco	
J. N. Brown	. Moser & Cotins, Utica, N. Y., Space Buyer for Magazines	. Same Company	Acc't Mgr.
C. V. Welch	. Moser & Cotins, Utica, N. Y., Space Buyer for Newspapers & Business Papers	. Same Company	Space Buyer for Maga- zines

CHANGES IN PERSONNEL—(Media, etc.)

Name	Former Company and Position	Now Associated With	Position
Jason Rogers	The Advertiser's Weekly, New Rochelle, N. Y		
	Publisher		C M.
	D. I. B. D N V M N V.	City, Mo	. Gen. Mgr.
H. A. Strech	Rodney E. Boone, New York, Mgr. New Yor Office		. Adv. Mgr.
H. W. Bevea	Rodney E. Boone, New York	. Same Company	. Manager New York Office
	Radio World, New York, Adv. Mgr		_
C. L. Baum	The Journal, Portland, Ore., Ass't Pro. Mgr	. Same Company	. Pro. Mgr.
S. S. Reckefus	Public Ledger, Phila., Adv. Mgr	. Resigned	
J. S. Hurlbur	The Butterick Quarterlies, Chicago, Western		
	Mgr		
		Chicago	. Adv. Sales Dir.
Irving Parsons	New York Telegram, Adv. Mgr	. Philadelphia Public	
		Ledger	. Adv. Mgr.
E. C. Conover	William H. Rankin Co., New York	. Topics Publishing Co.,	
	·	Inc., New York	. Sales Staff

CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

Name	Address	Product	Now Advertising Through
Potter Drug & Chemical Corp	Boston, Mass	ment and Shaving	. Atherton & Currier, Inc., New York
V. D. Anderson Co	. Cleveland, Ohio	Oil Expellers	The Henry P. Boynton Adv. Agcy., Cleveland, Ohio
United Electric Co	. Canton, Ohio	Vacuum Cleaners	. Edwin A. Machen Co., Cleveland, Ohio
Enoch Morgan's Sons	. New York	Sapolio	Atherton & Currier, Inc., New York
Allen Auto Specialty Co	. New York	Shutter Fronts and	1
			. Atherton & Currier, Inc., New York
The Reichart Cocoa & Chocolate Co.	. New York	Food Products	. Dorrance, Sullivan & Co., New York
No-Draft Ventilator Co			
The Louden Knitting Corp	.New York	Lingerie	. J. X. Netter, Inc., New York
The David Underwear Co			
Lehn & Fink, Inc.		Dorothy Gray Studios	
			Barton, Durstine & Osborn, Inc., New York
The Wheatena Co	. Rahway, N. J	. Cereals	. McKee & Albright, Philadelphia
Otto Eisenlohr & Bros., Inc	. Philadelphia	.Cigars	. Donovan-Armstrong, Philadelphia
	-	40	
			,
	.Bryan, Ohio	.Garage Equipment	.T. H. Ball & Staff, Cleveland, Ohio
Aviation Institute of U. S. A Lehn & Fink, Inc The Wheatena Co Otto Eisenlohr & Bros., Inc The Auto-Grams Co Service Station Equipment Com-	New York New York Rahway, N. J. Philadelphia Chicago	Aviation Instruction . Dorothy Gray Studios and Toilet Preparations Cereals Cigars Auto-Grams	Reimers & Osborn, Inc., New York Barton, Durstine & Osborn, Inc., New York McKee & Albright, Philadelphia Donovan-Armstrong, Philadelphia Reincke-Ellis Co., Chicago

soriesT. H. Ball & Staff, Cleveland, Ohio



Complete Convention and Exhibit at the Hotel Statler

Ideal accommodations—everything under one roof—your choice of 1000 excellent rooms—Statler's best service—fair prices! Exhibit and meeting room on same floor. Two luncheons and Binquet, and access to Exhibit and Meetings, included in Registration Fee. A great business-conference—a new type of convention. Three wonderful days! Cordial Cleveland invites you.



Among the 400 to 500 panels (3' x 6'), packed with complete campaigns, methods of procedure and IDEAS galore, will be the campaign that won the Hatvard Awards. The opportunity of studying all these exhibits will, in itself, more than justify your trip to Cleveland. The educational value of this feature of the NIAA Convention cannot be over-emphasized.

A Powerful Program of Famous Speakers

Of Famous Speakers

Pr. Glenn Frank, President of the University of Wisconsin, formerly editor of Cenury Magazine; Messrs, Surface and Rastall, of the U. S. Department of Commerce, Beo. M. Verity, President American Rolling Mill Company; O. C. Harn; C. K. Voodbridge; Bennert Chapple; F. M. Feiker; and other famous men.

lound-Table discussions, analyses of markets, tandardized methods of procedure and other ratures you cannot afford to miss.

Mail the Coupon or further information, to: SEO. H. COREY, Adv. Mgr. The Cleveland Twist Drill Co. ien'l Chair., NIAA Convention LEVELAND, OHIO

Dig in

Claudiand

SIXTH ANNUAL N.I.A.A. CONVENTION and Exhibit CLEVELAND June 13, 14 & 15

ITH the opening of this 3 day Business Conference and Clinic on Monday morning, June 13th, industrial advertisers will introduce a new type of convention. This is an opportunity—a privilege of tremendous value to you and your Company. BE THERE!

At the Monday noon luncheon, Dr. Glenn Frank will speak. To hear him will be one of the most memorable events of your life. BE THERE!

General Theme of Convention: "Can Advertising Underwrite Prosperity?" Valuable Round-Table Discussions, led by eminent authorities on industrial advertising. A vitally important Business Meeting. You will miss a great step in industrial advertising progress if you fail to attend. BE THERE—even if you have to take these three days out of your regular vacation period this year. BE THERE!

500 or more are expected. Whether or not you are an NIAA member, you will be welcomed heartily. Please help the Cleveland Committee to complete its plans to your reservations AT ONCE, Use the Coupon below.

Entries in the Exhibit may be made by any industrial advertisers, publishers and agencies. For complete details and a fist of the 20 or more trophies, write to Paul Teas, care of Paul Teas, Inc., Guardian Bidg., Cleveland, Ohio, Chairman of the Exhibit Committee.

NATIONAL ORGANIZED 1922 INDUSTRIAL ADVERTISERS ASSOCIATION

Geo. H. Corey, Adv. Mgr., Cleveland Twist Drill Co., General Chairman, NIAA Convention, CLEVELAND, OHIO.

Yes! I'm planning to BE THERE! Tell me more!

Address

INDUSTRIAL ADVERTISING



Advertising • The NEWS DIGEST • Issue of May 4, 1927



CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS (Continued)

Name	Address	Product	Now Advertising Through
F. L. Smith Machine Co., Inc	New York	. Stowitt Electric Wash	
The Milton Co	New York		.J. X. Netter, Inc., New York
John H. Woodbury Laboratories	,		
Inc.			
The Frank F. Pasch Co		ing Extracts and Bot	-
Sunkakt Laur Ca	N TI-II- Old-	* *	. The Koch Co., Milwaukee
Sunlight Lamp Co			·
Cleveland Rubber Clearing Hous			·
Tappan Stove Co	Mansfield, Ohio	.Gas Ranges	. McJunkin Adv. Co., Chicago
			. Arthur Rosenberg Co., Inc., New York
Rapid Addressing Machine Co J. Lesquendien, Inc			
			. Peck Adv. Agcy., Inc., New York
Commonwealth Shoe & Leather C			
The Arkansas, Louisiana and Mi sissippi Power & Light Con			
			. W. A. Joplin Adv. Agey., Little Rock
The Bush Terminal Co	New York	Warehouse and Distri	Ark. -
			. Reimers & Osborn, Inc., New York
New Jersey United States Bond & Mortgage Corp	Newark, N. J	. Finance	. M. P. Gould Co., New York
			. Hurja-Johnson-Huwen, Inc., Chicago
			. La Porte & Austin, Inc., New York
Roberts Numbering Machine Co. The Reading Maid Hosiery Mills		Numbering Machines	. La Porte & Austin, Inc., New York
Inc	Reading, Pa	Silk Hosiery	. Charles C. Green Adv. Agcy., Inc., New
Albert Ehlers, Inc.	. Brooklyn, N. Y	Coffee. Teas & Spices	York Dorrance, Sullivan & Co., New York
			. The Lawrence Fertig Co., Inc., New York
		Clamps	O. S. Tyson & Co., Inc., New York
Safety Car Heating and Lightin		Lighting Equipment .	. Frances Buente, Inc., New York
			. Frances Buente, Inc., New York
			. Cutajar & Provost, Inc., New York
The J. R. Whipple Corp			
			. Maurice H. Needham Co., Chicago . Hurja-Johnson-Huwen, Inc., Chicago
			Atherton & Currier, Inc., New York
			. Atherton & Currier, Inc., New York
			. Atherton & Currier, Inc., New York
			Atherton & Currier, Inc., New York Atherton & Currier, Inc., New York
The Superior Hat Co			
The Auto Laundry System Co		.Auto Laundry System	n
The Wash-Rits Auto Mop Co	St. Louis	_	. Britt-Gibbs Adv. Co., St. Louis . Britt-Gibbs Adv. Co., St. Louis
Chas. Hollenbach Co	Chicago	Meat Products	. Pickus-Weiss, Inc., Chicago
			. Woolf-Gurwit Adv. Agey., Chicago
*G. Polysius Corp			. Woolf-Gurwit Adv. Agey., Chicago
		ery	. Shankweiler Adv. Agcy., Inc.
Balsa Wood Reproducer Corp	New York	Balsa Wood Loud Speaker	. L. H. Waldron Adv. Agey., New York
Green-Haas-Schwartz Co	Cleveland, Ohio		. Kohorn Adv. Agey., Cleveland, Ohio
Industrial Fiber Co	Cleveland, Ohio	Rayons	. Kohorn Adv. Agcy., Cleveland, Ohio

^{*}This agency has been appointed to handle the American advertising only.







4xd

An ADVERTISING Artist
270 MADISON AVENUE CALEDONIA 7315
N * C





Advertising • The NEWS DIGEST • Issue of May 4, 1927



NEW ADVERTISING AGENCIES AND SERVICES, ETC.

Trittenbach Incorporated5057 Woodward Ave., Detroit Advertising	J. M. Trittenbach and H. C. Auer, Jr.
Leon L. Booth	Leon L. Booth
Groves-Keen, Inc Atlanta, Ga Advertising	
Trade Promotion	C. Reen, Sec y & Treas.
Bureau Newark, N. J Advertising	James E. Serven

PUBLICATION CHANGES AND APPOINTMENTS

TOBLIGHTION CHANGES AND ATTOMYMENTS
Courier-News, Plainfield, N. J Has been sold to Frank E. Gannett, Chauncey F. Stout and William Morrison, by the estate of the late Charles H. Frost.
Times-Leader, New Haven, Conn Has purchased the New Haven Union. These two papers have been merged and will be published as the Times-Leader.
Tribune, Healdsburg, Cal
Fire Protection, and Hotel Management, New York
Current Ideas, New York
The Gazette, Cedar Rapids

MISCELLANEOUS
The Prest-O-Lite Co., Inc., Indianapolis, Ind
George Harrison Phelps, Inc., Detroit Advertising Agency
The Marx-Flarsheim Co., New York Has opened an hotel and travel department at 565 Fifth Ave. Mortimer Heineman is in charge.
William B. Remington, Springfield, Mass Has been incorporated and its name has been changed to Wm. B. Remington, Inc.

NEW PUBLICATIONS

Name	Published by	Address	First Issue	Issuance	Page Type Siz
The Advertising Manager	r . Progressive Publish-				
	ers	. 1417 Chapline St., Wheeling,			
		W. Va	May 1	Monthly	65% x 95%

CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc.

Name	Business	From	To
The Henry P. Boynton	Advantising	703 Union Mortgage Bldg.,	
Advertising Agency	Advertising		Engineers Bank Bldg., Cleveland, Ohio
McJunkin Adv. Co	Advertising	5 So. Wabash Ave., Chicago.	Builders Bldg., Wacker Drive & La Salle St., Chicago
Hommann & Tarcher, Inc	\dots Advertising		
Michaels & Heath, Inc	Advertising	113 Lexington Ave., New Yor	k.Graybar Bldg., 420 Lexington Ave., New York
Educational Advertising (55 West 42d St. New York
		• /	
			· · · · · · · · · · · · · · · · · · ·
	Advertising		Ave., New York
Butterick Publishing Co.,	75 . 1.11 . 1	D (1 D))	
Optown Offices	Publishers .	Butterick Bldg., Sixth Ave. &	
		41st St., New York	Graybar Bldg., 420 Lexington Ave., New York
Edwards, Ewing & Jones.	Inc. Advertising	328 Chestnut St., Philadelphi	a. North American Bldg., Broad & Sansome Streets, Philadelphia
Hughes, Wolff & Co., Inc.	Advertising		Y.Taylor Bldg., Suite 500, Rochester, N. Y.

Christian Science Monitor, Paris OfficesPublication56 Rue du Faubourg

Saint Honore, Paris . . 3, Avenue de l'Opera, corner Rue de l'Echelle, Paris



When the Customer Takes Your Catalos—

DOES it start selling before the book is ever opened? Does the cover inspire enthusiastic admiration=respect—a keen desire to see what's inside? As the jeweler hands this International Silverplate Catalog to his customers, its beautiful appearance, the very feel of its cover—richly embossed—conveys an unmistakable impression of the exquisite creations portrayed within.

As with silverplate, so with automobiles or furniture or hardware or hosiery—a Molloy Made Cover can be created to add tremendous selling power to your catalog, no matter what you have to sell. There is searcely a line of merchandise manufactured which has not tested—and profited by—the sales value of Molloy Made Covers.

Our full co-operation awaits you when next you plan a book, whether it be a catalog, sales manual, advertising portfolio, or market survey. Write to us for samples and suggestions.

Caution! Be Sure It's Molloy Made

Molloy Mnde Covers are made only by the David J. Molloy Company, in Chicago. Only by specifying Molloy Made Covers can you be sure of the uniformly high quality which has built their reputation. It has come to our notice that the phrase "Molloy Type Covers" is being used promiscuously in connection with covers produced by other manufacturers. Look for the "Molloy Made" trademark.

Commercial Covers for Every Purpose

THE DAVID J. MOLLOY COMPANY

2863 N. Western Ave. Chicago, Illinois



Sales Offices in Principal Cities

MOLLOY MADE

MILWAUKEE-First City in Diversity of Industry!



They Have Jobs and Money Too—in Milwaukee!

MILWAUKEE is working overtime! Vast mills and factories—pushed to capacity—are earning the highest incomes for workers in the post-war history of this great industrial center.

Steady Work — Greater Buying Power

As first city in America in diversity of industries, prosperous Milwaukee consistently provides a higher than average income for labor. But under the present peak production the municipal employment office reports a demand for skilled labor far in excess of the supply—especially in the metal trades which alone produce more than \$350,000,000 worth of goods annually. The high average individual wage of

\$1,551, recorded during 1926, tends to be still further increased by the growing demand for labor in this rich and stable market. Advertisers in all lines are profiting by the remarkably high average buying power thus created.

You Can Sell Them at One Low Cost

You can sell the prosperous Milwaukee-Wisconsin market at one low advertising cost. Only one newspaper is needed to build a maximum volume of business economically. The Journal is the shopping guide of more than four out of every five Milwaukee families—representing the bulk of the buying power here. Concentrate in The Milwaukee Journal in 1927!

THE MILWAUKEE JOURNAL

WISCONSIN-First State in Value of Dairy Products!

PUBLISHED FORTNIGHTLY



MAY 18, 1927

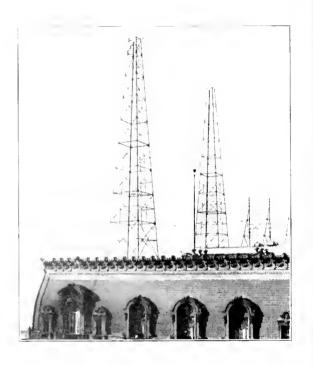
15 CENTS A COPY

Planning Copy for the Radio Advertising Medium" By E. H. Felix; "What and-to-Mouth Buying Is Doing for the Jobber" By John Allen Murphy; Studying Buving 'Habits'" By E. R. and P. W. Smith; Medal Winners at xth Annual Exhibit of Art Directors Club; "News Digest" on Page 90 THE CHICAGO DAILY NEWS has taken over the complete management of station WQJ, owned by the Calumet Baking Powder Company, and now operates this station in conjunction with The Daily News station WMAQ, with exclusive 24-hour rights to the wave length 447.5 meters.

The operation of two of America's foremost stations with a unified all-day program is welcomed by Chicago people and the radio public generally as another great advance typical of the five-year record of The Daily News in promoting the interests of radio.

WMAQ, the first newspaper-owned radio station in Chicago, equipped now with its third sending apparatus, has earned a reputation for fine programs that will be richly enhanced by the added facilities of station WQJ. The two stations are members of the chain of the National Broadcasting Company. The program scheduled throughout will be one of highest quality and interest.

By advancing every interest of radio, on the air and in its columns, The Daily News has attained a popularity



with Chicago fans reflected in its leadership six days a week in national radio advertising—it is the most effective daily medium for radio manufacturers and dealers in reaching the Chicago public.

Arrangements to participate in the broadcasting schedule of The Chicago Daily News may be made by addressing Director, WMAQ, The Chicago Daily News, 15 North Wells St., Chicago, Ill.

Member of The 100,000 Group of American Cities

Advertising Representatives: NEW YORK J. B. Woodward 110 E. 42nd St. CHICAGO Woodward & Kelly 360 N. Michigan Ave. DETROIT Woodward & Kelly Fine Arts Building SAN FRANCISCO
C. Geo. Krogness
253 First National Bank Bldg.



pularity for figured wallpaper—is is so one of the mili-ons for the wall—Prom on article in Good Hinselesping

WITH THE RENAISSANCE OF ARTISTIC HOMES "COMES THE VOCUE FOR PAPERED WALLS

PAPERED walls are undenably in keeping with today's appreciation of every thing artistic. But are they fashionable are they modern' Decidedly's Notice how often interior decoration of every their most original wall effects. Notice, two, how often the paper is Thibaut's. This is just worther sign of the times a sugnitive properties of the paper is Thibaut's. This is just worther sign of the times a sugnitary properties of the paper is Thibaut's. This is just worther sign of the times a sugnitary pool to the paper is Thibaut's. This is just worther sign of the times a sugnitary to the paper is Thibaut's. This is just worther sign of the times a sugnitary to the paper are distinguished by the exclusiveness that appeals to people of sign deal of the paper are the paper and the paper. Then they will find a middle and the paper are the paper are the paper are the paper are the paper and artistic feeling. Thibaut fars to make a impudent sophistication? Whatever wour requirements wow will find what you want in a Thibaut sample book. Many



Correct Style WALL PAPERS and DRAPERIES

24 West 40th Street, Opposite Bryant Park

BROOKLYN - BRONY - NEWARK - NEW HAVEN BUSTON



THAT FUGIVE QUALITY CALLED "CHAPM" · · IINGERS ABOUT WALLPAPERS

A DINTINCTIVE home is by no means an indication of weelth. Two often also expensive whimses destroy that estimate expensive whimses destroy that estimate equations are sufficiently as the first assistance of the control of the cont

Correct Stale WALL PAPERS and DRAPERIES

24 West 4 th Street, Opposite Bryant Park BRINGERS BRONS NEW ARE NEW HAVEN BUST BOSTON LTD /

FACTS NEED NEVER BE DULL

THIS agency was one of the first to adopt the policy of "Facts first" then Advertising."* And it has earned an unusual reputation for sound work.

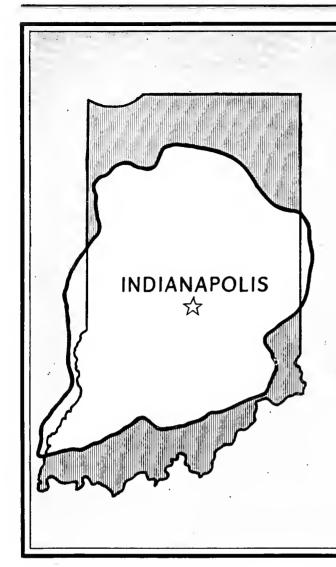
Yet this organization does not, nor has it ever, confused "soundness" with "dullness." It accepts the challenge that successful advertising must compete in interest, not only with other advertising, but with the absorbing reading matter which fills our present-day publications.

We shall be glad to send interested executives several notable examples of advertising that have lifted difficult subjects out of the welter of mediocrity.

'Trade Mark Reg.

Joseph Richards Company, Inc., 255 Park Avenue, New York

RICHARDS



The Indianapolis Radius

- —Indianapolis and the 70-mile radius it directly influences.
- -2,000,000 population over 92% native born white.
- —annual purchasing power \$750,000,000.
- —high standards of living and buying—Indianapolis, the twenty-first city in U.S., is thirteenth in retail sales.

One newspaper sells this rich market

HERE in the compact area of The Indianapolis Radius are 2,000,000 prosperous people, unified by race, geography, transportation, language and mutual interest . . . Every factor favorable to profitable selling is present here!

Indianapolis is the heart of trade for The Indianapolis Radius. It is the industrial center, the financial center, the jobbing center, the shopping center, the news center.

And fortunately for advertisers, one newspaper dominates the territory. In daily circulation, in advertising volume, in journalistic prestige, THE INDIANAPOLIS NEWS is the out-and-out leader—and has been so for years! The NEWS sells The Indianapolis Radius—no other advertising cost is necessary.



The INDIANAPOLIS NEWS solls The Indianapolis Radius

FRANK T. CARROLL, Advertising Director

New York: DAN A. CARROLL 110 East 42nd St. Chicago: J. E. LUTZ

The Tower Bldg.

Everybody's Business

By Floyd W. Parsons

Making Money

N the windows of many banks are attractive signs extolling the virtues of compound interest. To most people an interest rate of three or four per cent, compounded every month or every quarter, appears to be a very low return on capital in this present day of record prosperity. Where we used to talk in thousands, we now speak in millions. Everything is on a grand scale and our ideas about earning and saving have undergone a radical change. The stories of sudden fortunes have developed in us a desire to "go and do likewise."

An era of prosperity very often is like a ray of the sun that the least shadow can interrupt. It is a time when the fires on many altars go out; when folks let

go the bridle; when a minimum of attention is given to the mending of faults; when the curtain is drawn aside disclosing hidden character. Truly it takes strong legs to support prosperous days, for it is so easy to forget that ahundance, whether it be gold or knowledge or power, is matched by its responsibilities. In accumulating the things that money can buy, there is always the likelihood of losing the things that money cannot buy.

Money is a universal agent, for it speaks every tongue and is the soul and sinew of world business. As one has said, "The best labor-saving device of all is a good fat bank account." But when earthly goods rise as high as our hearts, they begin to bury us alive. When we let ourselves believe that money can do everything, we have put ourselves in a position where it is easy to do everything for money. When we have accepted the notion that four or five per cent interest is not worth talking about, we have indicated clearly our disbelief in the proved principle that it takes ten times as much wit to keep wealth as was required to

accumulate it in the first place.

We turn our eyes to the spectacular achievements and lose sight of the thousands of failures. We forget that the great lesson of history is that the profit on the sum total of the world's capital is very small over a long span of years. The combined wealth of all peoples now amounts to nearly a thousand billion dollars. Of this, gold represents only a small part. In fact, all the gold mined since the commencement of history would only make a solid sphere 50 feet in diameter. A thousand billion dollars in gold would make a globe 170 feet in diameter.

If the world's wealth 4000 years ago had been one dollar and this amount had been compounded annually



at four per cent up to the present time, the calculated amount of money expressed in gold would make a sphere having a diameter more than a billion times the distance from the earth to the sun. Over centuries of time the world's wealth increases at a rate that approximates no more than one-sixth of one per cent annually on a compounding basis. If a Ford or Rockefeller fortune could be kept intact and increased at a rate of four or five per cent interest for a half century, the resulting accumulation of money and property would be stupendous.

It is such romances as that of Mr. Ford which develop in many a contempt for methods that build success surely, but slowly. Henry Ford headed the list of the 13 original Ford stockholders with a sub-

scription of \$25,500, and Miss R. V. Couzens came last with a subscription of only \$100. Alex Malcomson, who received \$25,000 worth of stock for guaranteeing \$7,000 worth of bills, later sold out to Ford for \$175,000. If he had held on, his shares would now be worth \$250,000,000. James Couzens, who put in \$2,400, took out \$39,500,000, and Miss Conzens, his sister, finally got \$355,000 for the stock that cost her \$100. John Dodge and his brother Horace each put in \$5,000 and took out \$35,000,000, while the attorneys, Rackham and Anderson, got \$17,000,000 for their original stock that cost \$5,000. Albert Strelow sold his \$5,000 worth of stock for \$25,000 and then lost this money in a gold mine in British Columbia. His original investment would now be worth \$50,000,000.

Then there is the fairy-like tale of the development of the chain-store idea here in America. It is an amazing fact that if in 1912 one had put \$10,000 into our ten largest companies operating chain stores, placing \$1,000 in each of the ten, this investment today would be worth \$277,000. In addition, the owner of these shares of stock in Woolworth and the nine other companies would have received more than 15 per cent a year in dividends on the money originally invested. It is no wonder that so many have come to believe that the road to fortune is a crowded highway with an easy footing over all of the steep places.

Of course, there is much to be said for the idea of sitting tight and waiting for large returns when an investment has been well placed. A friend of mine who has been quite successful in his investments and small speculations in the stock market over a period of years told me that his profit in buying and selling stocks last year was \$2,500 on \$30,000 of capital em-

[CONTINUED ON PAGE 48]



Earl Reeves, in an article "New Models in Farmers Seen in Our Smaller Cities," in the magazine, "Business," says: "Regardless of what is your occupation, the vastly increased buying power of the farmer is almost certain to put money in your pocket. . . . For the farm market is a hungry market."

Two Halves

THE "hungry farm market" is composed of two halves. One half is the Farmer and the other the Small Town Man.

The word "farmer" is merely a label for a man's occupation. It is not a definition of a man's characteristics.

The Farmer is not different from the Small Town Man. In all things, excepting occupation, they resemble each other. Every habit, every preference, every ambition in the Small Town Man has its counterpart in the Farmer. What the people on Main Street buy the farmers on the R.F.D. routes buy.

Through the Home Town Weekly Newspaper you can cash in on this "hungry farm market." The Home Town Weekly Newspaper is subscribed to and read by

the Small Town Man and the Farmer alike. It is the only publication of sincere, intimate interest to them both.

What is more, the Home Town Weekly Newspaper is the most direct approach to the good-will and support of the local dealers.

The Home Town Weekly Newspaper directs your advertising where you have distribution. Every Home Town Weekly Newspaper reaches the right people right where they can buy goods advertised in it.

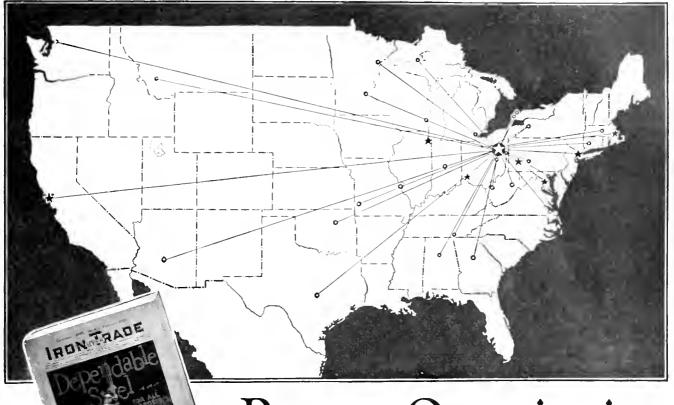
The facts about this "hungry market" are available to you, if you will write us.

6500 selected Home Town Weekly Newspapers—you can use as many as you want—are represented by



122 So. Michigan Avenue CHICAGO 225 West 39th Street New York City

68 West Adams Avenue DETROIT



Penton Organization Covers the Country

TLEVELAND, the home of the Penton Publications, is one of the most strategically located cities in the country from the standpoint of contact with American industry. But to maintain Penton editorial standards, this advantage is not sufficient.

In addition, seven branch offices, each staffed with from one to four trained editors and market reporters, are maintained in New York, Chicago, Pittsburgh, Washington, Boston, Cincinnati and San, Francisco. Forty-one staff correspondents are located in other centers. Wherever you find important manufacturing communities representing the metalworking industries of America there too you will find skilled reporters furnishing market reports, accurate quotations and up-to-date engineering information to the thousands of industrial buyers who depend on the Penton Publications for such information.

This band of highly trained branch office and field representatives is directed by home office editors and managers who travel thousands of miles a year constantly seeking to perfect the editorial service which makes Penton Publications the first choice of so many industrial advertisers.

The Penton Publishing Ca

Penton Building

Cleveland, Ohio

The Penton Press—Printers of newspapers, business papers, national magazines, books, catalogs, etc.

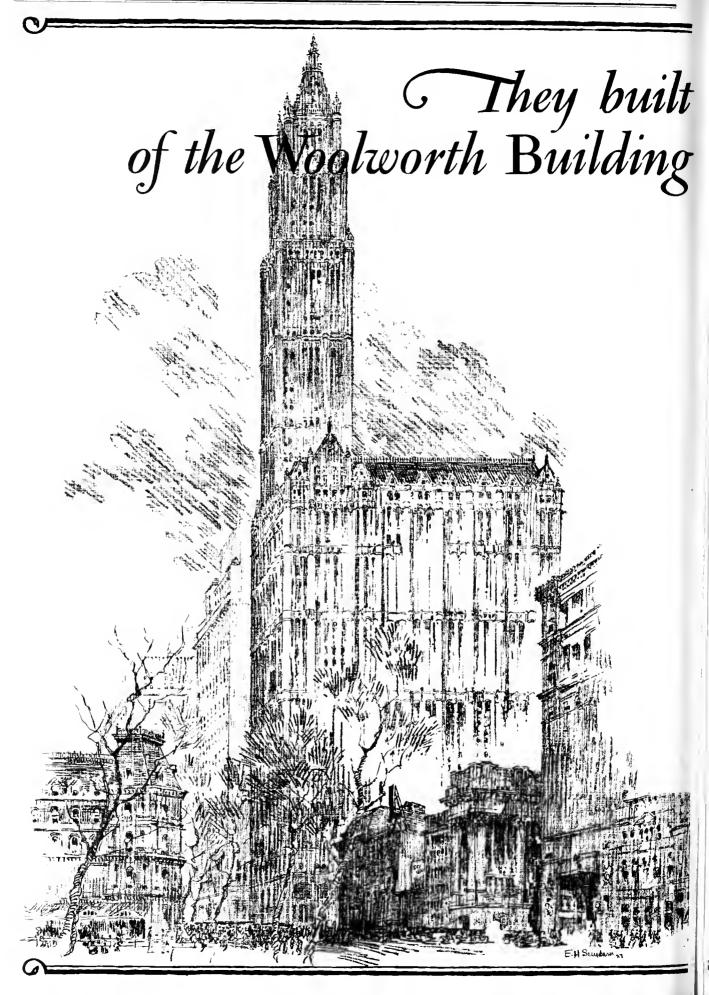
Member, Audit Bureau of Circulations.

Member, Associated Business Papers.



THE FOUNDRY

ABRASIVE INDUSTRY



the caissons 125 feet below ground-

HE "Cathedral of Commerce" thrusts its spire into the clouds. Voyagers coming in from the sea discern it with delight.

Far uptown, workers pause at windows to gaze southward; hurrying thousands on the Broadway pavement crane their necks to look up along the clean, sheer lines of it.

Only the rare, searching minds send their thoughts below ground to contemplate with equal amazement the base on which the structure rises. Architecture is not simply the art of building well and usefully. It must comprehend beauty, interest, unity, mass and power.

But first, the foundation.

Thus with a magazine. Thus with Good Housekeeping.

The high flung spires of Good Housekeeping are its stories by great authors, its living illustrations, its rich colors, its entertainment and inspiration. Beneath, in the bed-rock, lies the foundation of practical service.

Good Housekeeping Institute, which guards your household economies—the Bureau of Foods, Sanitation and Health—the Studio of Interior Decorations and Furnishings—the Fashion Service of International Scope—the Department of Child Training—the guaranty

behind the hundreds of advertisements in the magazine—the countless ways in which Good Housekeeping has, for a quarter of a century, guided and made safer and happier the American Home.

These departments are a foundation on which a circulation may tower to whatever heights.

For more than a generation, Good Housekeeping has been the pioneer, the builder in these outstanding spheres of woman's interest. On these foundations a group of experts has reared, and will continue to rear, a magazine of preeminent service to the American woman.

Out of their accumulated experience, out of their ideals for conducting the American Home they have perfected a service to the American woman that is unique.

The departments of Good Housekeeping can themselves be duplicated. But one essential thing would still be lacking: The service that is born of experience, the ideals that *are* Good Housekeeping.

These are the result of evolution, the product of—Time.

These are the foundations of Good Housekeeping.

An Afterword to Advertisers

It is a high responsibility for the publisher to meet the requirements of Good Housekeeping readers. But it is also a high privilege to meet that responsibility—and there exists a rich opportunity for the advertiser who can share in that richest of all attributes which a magazine has to lend to the advertiser: Entrenched Good Will.

Good Housekeeping

MAY ISSUE - 1,565,000 Copies

324 Pages







A Great Metropolitan Market of 1,254,000 Population Conveniently Divided into 8 Natural Centers

In this great metropolitan market known as "The Booth Newspaper Area" are 1,254,000 people concentrated in 8 important centers.

The close proximity of these eight centers makes it possible to use a small sales crew and still obtain the benefits of a great metropolitan market.

In "The Booth Newspaper Area" is concentrated great retail and wholesale interests as well as the greater part of the industrial and agricultural activities of Michigan.

The Booth Newspapers with more than 260,000 net paid circulation practically cover this prosperous market and offer the most economical way of reaching the buying power in Michigan.

3,699 Grocery Stores

660 Drug Stores

741 Hardware Stores

1,122 Dry Goods Stores

LOCATED IN

The Booth Newspaper Area

Write any Booth newspaper for a copy of

"The Michigan Market"

Grand Rapids Press Flint Daily Journal Saginaw News Courier

Kalamazoo Gazette

Jackson Citizen Patriot Bay City Times Tribune Muskegon Chronicle Ann Arbor Times News

A. KLEIN, Eastern Representative, 50 East 42nd St., NEW YORK.

THE BOOTH PUBLISHING CO.

J. E. LUTZ, Western Representative 6 North Michigan Ave., CHICAGO.

TYPICAL SUBSCRIBERS to The American Printer

Norman T. A. Munder & Co., Baltimore



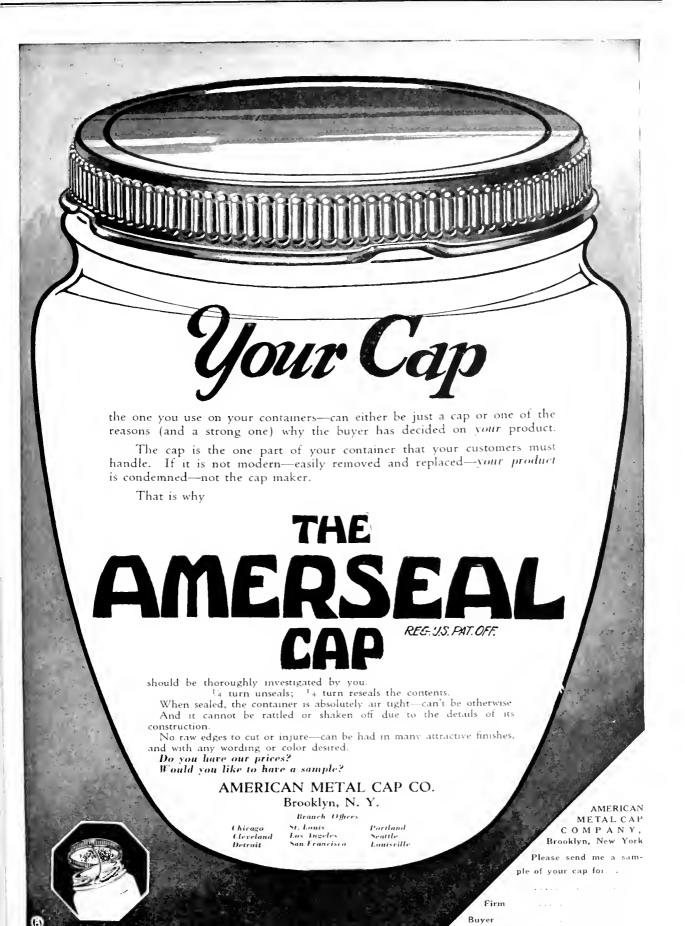
The American Printer has a part in the office of the famous Munder Printing Shop at Baltimore

Says Norman T. A. Munder:

"THE AMERICAN PRINTER is a welcome visitor in our office, and, more, it is a permanent guest constantly looked to for inspiration and helps of all kinds. There is not a more uplifting trade journal in existence. One who fails to read it is seriously slighting himself. Not only does it have a part in our office, but it is taken home and thoroughly digested from cover to cover. It is a remarkable publication."

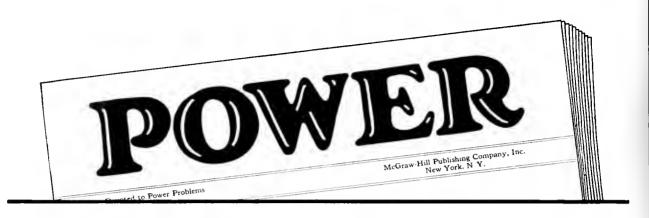
Advertisers should arrange now to take advantage of the September Printing Exposition and Craftsmen Number of THE AMERICAN PRINTER, to announce new models, devices and papers. Every subscription on THE AMERICAN PRINTER list counts big in its value to advertisers. Much of the circulation is printshop circulation and THE AMERICAN PRINTER is read by those who buy machinery, paper, devices and supplies of all kinds.

The American Printer, Inc. Telephone 9 East Thirty-Eighth Street, New York



City

State



Reader Interest and Buying Power

NOT only read the advertisements carefully, but I have derived considerable benefit by studying them. I not only have become acquainted with new inventions and appliances that would not otherwise come to my knowledge, but I have bought quite a number of such items for installation in our plant, with great benefit to us."

This from the chief engineer of a large New York hotel—typifying the way in which POWER readers use POWER as a Business Tool.

If you are seeking to cultivate the Buving Power in the power field, let us show you how POWER can help you—to analyze the market—to reach the influential men in that market.

POWER

A McGraw-Hill Publication Teuth Avenue at 36th Street, New York

A.B.P.



Out of Boston's total trading territory this 12-mile area contains:

74% of all department store package deliveries 61% of all grocery stores 60% of all hardware stores 57% of all drug stores 57% of all dry goods stores 55% of all furniture stores 46% of all auto dealers and garages

TIGHTEN YOUR GRIP on the Boston Market ··

SUCCESSFUL SELLING in New England depends chiefly upon the degree of concentration in the Boston Key Market. But first you must define that key market.

If your New England sales volume is not showing a normal growth—if competition is beginning to cut into the records of previous years—look at these startling facts.

→ In the area around Boston—12 miles out from City Hall—the Boston department stores make 74 per cent of all their package deliveries. And the Clearing House Parcel Delivery, employed by all stores, confines all its deliveries to this area. Here is a clearly defined market!

In this 12-mile area live 1,567,000 people having a per capita wealth of \$2000, the greatest concentration of people in New England. Here also is the greatest concentration of grocery stores, hardware stores, drug

stores, dry goods stores, furniture stores, auto dealers and garages.

This is the real Boston market, concentrated within 12 miles of City Hall. Here is where you should exert the greatest pressure in sales and advertising.

The Globe concentrates in this Area

NOW let us see how the Globe covers this Key Market. In this 12-mile area the Globe has the largest Sunday circulation of any Boston newspaper. And here its daily circulation exceeds that of Sunday. Uniform seven-day concentration!

Boston's department stores recognize the Globe's dominating position in this market. The Sunday Globe carries as much department store advertising as the other three Boston Sunday newspapers combined. And in the daily Globe the department stores use more space than in any other daily paper. What are the reasons for this Globe leadership? First—the Globe's complete market coverage. Second—the Globe appeals to all classes of Boston people. Its readers represent a complete cross-section of the population, without regard to race, creed, or political affiliation.

The Globe appeals strongly to men because it is free from bias or favoritism in general news, editorials or sports. And its Household Department makes the Globe the daily counsellor and guide of New England women.

To put your advertising message before the people who make up Boston's Key Market you must use the Globe first.



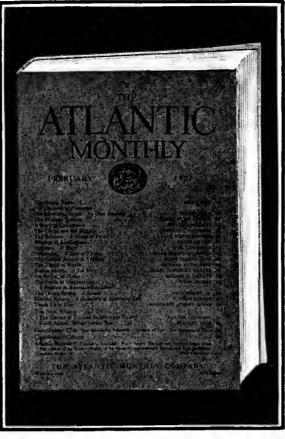
OUR BOOKLET, "The Individual Home — the best market for any advertiser",—will give you a new viewpoint on the Boston Market Writefor ton your business letterhead.

The Boston Globe

The Globe sells Boston

Audited Net Paid Circulation for Year ending March 31, 1926—Daily 278,988 Sunday 325,324







12 Points of Distinction in The Atlantic Monthly

EDITORIAL DOMINANCE!

RIPLEY MARSHALL CALKINS SMITH

An open letter to Governor Alfred Smith of New York by Charles C. Marshall, prominent New York Attorney, published in The ATLANTIC MONTHLY for April, 1927—

And Governor Smith's reply appearing in the May number become the subject of immediate national discussion—the greatest feature in magazine history. Such is the perception of The Atlantic's editorial policy in determining subjects of nation wide and international interest.

Remember, too, that the readers of these articles are also readers of The Atlantic's impressive advertising pages.

CIRCULATION, MAY, 1927, ISSUE

OVER 180,000

RATES BASED ON 110,000 (ABC) REBATE BACKED GUARANTEED

Buy on a Rising Tide!

THE ATLANTIC MONTHLY

A Quality Group Magazine

8 Arlington Street

Boston, Mass.

Advertising & Selling

VOLUME NINE—NUMBER TWO

May 18, 1927

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Medal, Photographs, The Fostoria Glass Co., N. W. Ayer & Son, Grancel Fitz, Artist

THE Sixth Annual Exhibition of Advertising Art opened at the Art Center, New York, on May 4 and will continue there until May 31. Three hundred and thirty-three specimens have been accepted and placed on view. Winners of medals and honorable mention in the various classes were announced on May 3 by jury of award. Owing to space limitations, we are able to reproduce in this issue only the medal winners. Six of these will be found on pages 24-25, the seventh is reproduced on the front cover, and the eighth appears above. A detailed tabulation of all awards will be found on page 76.

M. C. ROBBINS, PRESIDENT

J. H. MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Caledonia 9770

New York: F. K. KRETSCHMAR CHESTER L. RICE CHICAGO: JUSTIN F. BARBOUR Peoples Gas Bldg.; Wabash 4000 New Orleans: H. H. MARSH Mandeville, Louisiana

CLEVELAND: A. E. LINDQUIST 405 Swetland Bldg.; Superior 1817

London: 66 and 67 Shoe Lane, E. C. 4 Telephone Holborn 1900

Subscription Prices: U. S. A. \$3.00 a year. Canada \$3.50 a year. Foreign \$4.00 a year. 15 cents a copy Through purchase of Advertising and Selling, this publication absorbed Profitable Advertising, Advertising News, Selling Magazine, The Business World, Trade Journal Advertiser and The Publishers Guide. Industrial Selling absorbed 1925.

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As you turn the pages of the May number

As you turn the leaves of the new Ladies' Home Journal, there are certain pages which present fairly typical examples of the work done by this company for its clients. These pages are indexed as follows:

Page 59 Nujol

Page 102 Borden's Eagle Brand Condensed Milk (for infant feeding)

Page 107 Twenty Mule Team Borax

Page 112 Borden's Evaporated Milk

Page 123 Hawaiian Crushed and Sliced Pineapple

Page 127 Del Monte Canned Fruits

Page 166 Perfection Oil Cook Stoves and Ovens

Page 241 Beech-Nut Peanut Butter

THE H.K.M°CANN COMPANY Advertising

NEW YORK

CLEVELAND

CHICAGO

LOS ANGELES



SAN FRANCISCO

DENVER

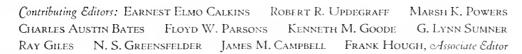
MONTREAL

TORONTO



Advertising & Selling

FREDERICK C. KENDALL, Editor





Planning Copy for the Radio Advertising Medium

By Edgar H. Felix

tone Age illustrations, ie glaring typography i six-point bold face; neir copy style, as digified as a tabloid murder ory concentrated in five undred words to a quarer column, reminds us f the days when the inint, advertising, was an nnecessary luxury, inalged in only by a few endthrift concerns. Out such inept beginnings ie fine art of advertising as risen to complete ignity and recognized ower.

Today we have another newcomer, radio oadcasting, reaching out resumptuously for the lvertiser's attention and propriation. The fine 't of utilizing the radio at present, no more lvanced than was the t of preparing advertisg copy some twenty ars ago. Two decades om now we will laugh recollections of the disinted, formal and pernctory commercial radio ograms of today. Their

AGAZINE advertisements of colossal crudeness will be apparent vantage of the microphone's opportwenty years ago never fail only after much progress has been tunity. And those who attempt to Leto cause a hearty laugh: their made in discovering how to take adesstimate the ultimate value and

THE fitting of a broadcast program to the character $oldsymbol{1}$ of an advertiser or of his product is sometimes a comparatively easy process. But it is one too seldom adhered to intelligently. A product such as an expensive motor car has a relatively limited market and may be advertised best by directing the appeal to a discriminating class by a selected feature such as a high grade string orchestra. On the other hand, a jazz attraction of widely diffused popularity may be used more successfully in the case of a low priced product of universal appeal

effectiveness of broadcasting in sales promotion upon the basis of its present status are doomed to many revisions of their opinions. Commercial broadcasting has hardly commenced and it has a long way to go before it will be half started.

Already thousands of concerns are spending money on commercial broadcasting, a handful of them with remarkably satisfying results. Even so, to declare today that radio broadcasting is essential to any complete selling plan is to make a statement no less radical than was John Wanamaker's now famous platitude of twenty years ago: that no merchandising enterprise can succeed without extensive adver-

Believe it or not, broadcasting will appear in the budget of every nationa! advertiser of consequence within five years, but it will not be broadcasting

as we know it today; it will then be a fine art, pleasing and winning a receptive public, its course directed by conservative and practiced leaders, some of them the very enthusiasts who are trying to sell the hocus pocus commercial broadcasting of today.

Even now, I see some very capable advertising managers scoffing! "No, young man," said one typical grandee of the advertising appropriation to a station solicitor recently; "this firm will never go into the business of radio showmanship. We were advertising before you were born and we have seen a lot of wild selling schemes die a natural death since that time. Commercialized radio clowning and microphone ballyhooing will be a dead issue within two years." And, as he said these words, he laid aside a piece of art work for use in a magazine with a circulation of millions, a sample of eye showmanship far more radical than some of the successful radio

programs that he characterized as samples of ear showmanship.

It is all a matter of showmanship: both advertising and radio. For a show to be staged successfully, it must be held where prospects are likely to see it. With advertising the problem is one of selecting the right printed mediums and, in the case of radio, the right broadcasting stations. To perform a real service, a show must influence its audience with a definite and desirab'e purpose: that of radio is the building of prestige, goodwill and name familiarity, and of advertising, "getting over" the precise story of the price, material, quality and standard of the product.

EVEN assuming a product suitable for an advantageous use of the broadcasting medium and the presentation of a program through stations which actually have a substantial radio audience (both of

these subjects have been discussed previous y in this magazine), successful use of the medium is by no means a foregone conclusion. The radio performance must, in addition, please the listener or it accomplishes no goodwill purpose. But, it must do more than merely please.

The successful commercial broadcasting program must direct favorable attention to the sponsor or his product among the class of persons who buy or ought to buy his product.

This definition points to three factors: (1) the program itself must win favorable attention; (2) that attention must be directed to the sponsor of the feature or his product; and (3) it must be won among his potential buying class.

Failure to attain any one of these objectives makes commercial broadcasting unsuccessful. For example, a feature winning favorable attention and directing it successfully to

[CONTINUED ON PAGE 40]

How Good Advertising May Be Written

By Earnest Elmo Calkins

HE best advertising is often produced unconsciously by writers who are not composing advertisements. When Bruce Barton was editing Every Week, and writing editorials on whatever subjects seemed interesting, he produced some well-nigh perfect advertisements. One was entitled "On lying on my back looking at a seed catalogue," that contained more urge to dig up the earth and plant something than all the words of Peter Henderson and W. Atlee Burpee combined. Another was "Canned Music," which no Edison, Victor or Vocalion advertisement has yet equalled.

The reason why this stuff was good advertising is simple. It was not written for advertising. It was written solely to interest the reader, without any need to flatter the vanity of the advertiser. Until we can write our copy in that spirit and that mood, we are going to produce a lot more dull, inert advertising.

Something of the sort is happening in *The New Yorker*. Among the entertaining departments is a weekly review of the new apartments being put up with such industrious rapidity. It is a real review, sparing nothing of praise or blame, sprightly, informed, entertaining and discriminat-

ing. It is the sort of thing you read for its own sake, not a lot of dreary drivel that you must wade through if you are ever going to find that apartment you want.

Isn't there any research bureau which can check up on this stuff, and let us know how many apartments have been sold or rented because of this New Yorker stuff? For it is advertising, if there ever was any. Isn't it strange that our Ellimans do not seize upon it and use it, when it so much better than what they do use? And use it unedited. Its strength lies in its damaging admissions. How much savor is added to an advertisement that admits one little human fault! How dull, how boring, is the story of immaculate perfection that fills our advertising pages! How stupid of theatrical producers and publishers when they reprint the critics to eliminate the adverse comments!

I am waiting for some realtor (abominable word, but they would have it) to recognize the value of this new kind of real estate copy. But even more I am waiting for the advertiser who will say to his copy writer, "Forget me. Just make this thing interesting to the buyers and prospective buyers of my product."

Can Engineering Principles Be Applied to Advertising?

By C. F. Kettering

President General Motors Research Corporation

TESEARCH work is always concerned with past experience or I new facts, and in proportion as it is confined to past experience alone its progress is slow and doubtful. Advertising appears to be in need of new facts. Too much reliance is being placed on past experience. The measuring instruments of advertising have not as yet been perfected. It always takes four years to sell a new idea to the public. All during that time the public mind is most concerned with the negative aspects of a new idea. After four years they will begin to accept the positive aspects. People are afraid of new ideas.

Take Duco finish for automobiles as an example of the successful search for new ideas and the application of them. When it was observed that a large volume of automobile production was running to closed cars, it became apparent that the time taken to finish them by ordinary painting methods was too long. A conference of experts was called to see if it was possible to finish Cadillac cars in less than thirty-four days. The experts finally agreed that it could possibly be reduced by one or two days. I declared that one hour ought to be long enough to finish any automebile. The experts replied that nature herself had fixed the length of time required for the ingredients of paint to dry, and that the time involved was a natural physical fact which could not be altered.

Some time later I happened to notice some small enameled articles in a Fifth Avenue shop window. The finish attracted my attention. I followed it up but was told that this could not possibly be used for finishing automobile bodies because, "It dries too damned fast." Nevertheless, that was the article which now makes it possible for us to apply five coats of paint to an auto-

mobile body in but one hour's time.

In my opinion the advertising men must do some of that kind of research work. They must not be too inclined to accept as established acts of nature anything which prevents them from reducing the present 60 per cent cost of distributing merchandise. In my opinion an advertisement is nothing more than a letter to the public, and it must be written in language that the reader understands. As I see it now, nearly every advertisement that is produced is 180 degrees misunderstood because the advertising writer has not used language which is explicit'y familiar to the readers whom he is addressing.

INGO and trade words have no business in advertising. To prove that an immense amount of advertising has little effect, I should like to cite an investigation made at a large manufacturing plant only four years ago which showed that less than 3 per cent of the employees ever used tooth brushes. Obviously, they had not been impressed by the large amount of tooth brush and

tooth paste advertising which all of them must have seen repeatedly. A similar investigation revealed that only 27 per cent of a certain population or group had bath tubs.

The trouble with the bath tub advertising is that it doesn't get low enough; nothing that is written is understood by the man or woman who never was inside a bath tub. Don't get too finessed. I believe that ideas are much more important than lingo, and it is better to leave good white spaces blank than it is to fill them up with a lot of literary stuff, no matter how good it may sound to the literary ear.

There are four classes of people to whom you are addressing your advertisements:

1. Those who already own your product. Some of them are dissatisfied. It is better to make a dissatisfied man more dissatisfied so that he will come out in the open and yell than it is to leave him as a sullen unknown influence working against you. So far as the satisfied customer is concerned, try to make him more satisfied.

2. Those who do not own your product, but who are capable of using it. Those are the ones that you appear to have in mind all the time. The thing to do is to make them want it.

3. Your competitor. He is able to read between the lines. We are often able to tell three months ahead of time when our competitors are going to come out with a new model just by the way they word their advertisements. Keep your competitor in mind and don't give away your undisclosed decisions to him by means of your advertising.

4. The people who make your product. Every advertisement should be posted on the bulletin which will be seen by everyone who has anything to do with making it. If the advertising is soundly prepared and written, it will cause them to want to make the product better and better.

Transcription of portions of an address before the Semi-Annual Convention of the Association of National Advertisers, Detroit.

[CONTINUED ON PAGE 58]

Yours of the Umph. Inst. Received

How We Handle Dealer Correspondence and Follow Up Inquiries

By Marshall B. Cutler

Advertising Manager, J. P. Smith Shoe Company, Chicago

J. P. Smith Advertising Department

AM assuming, first, that advertisers who work by, for and at the dealer, have as much necessary correspondence to handle as we have.

Dealers may write you to get them the moon; they may ask for a mother goose jingle or a special advertising allowance to buy space in the official dance program of the League of Business Men; but whatever they write about—or regardless of how often they do writeit's up to the advertising manager or one of his assistants to reply. In fact, it's really a duty to encourage dealer-customers to pen prosy epistles about their problems (real or imagined); their local advertising (or lack of it); their anniversaries, anxieties, or oyster suppers.

When your dealers will sit down and write you frequent letters about this, that, and nothing at all, you can wager your last yen that they're for you friends you can clap on the back without getting that halitosis look. And to put

your dealers in the friend-class is what you want.

The other day I read a report from the Association of National Advertisers giving the size of various advertising departments in relation to the size of the advertiser's appropriation. The facts astounded me; the administration cost figures even more. Our annual appropriation is not \$12,444,382.14; but it's large enough to fit a six-figure suitman's size. And strange as it may seem (directors please skip the balance of this sentence) we are not even seven—but four! We all work hard, but despite that, we find an occasional afternoon for golf.

be developed from a friendly, systematic follow-up fou can do your part with personal solicitation; we with letters and literature to prospects. RECEIVED AN INQUIRY FROM ohn Burns.		
ohn Burns, ra, Wis,		
ra, Wis,		
ibes 🗌 DR. REED Shoes 💢 WOMENS Shoes 📋		
follows: "Please send us your latest shion Sole Shoe and Oxford		
n 29th Bradstreet rating 'H1gh'		
Dealers now on our lists are:		
oe Store List S.S.S. Regul:		
W Doore List D. D. D. Modern		
E - KEEP UPPER PART FOR REFERENCE		
- RETURN TO ADVERTISING DEPARTMENT		
m n		
Shall we add this prospect to our mailing list?		
Shall we remove any of the other Dealers listed above?		
[II 165 Safe Delite of Delites to be removed]		
Will you follow-up this inquiry personally?		
le Let's work to on all inquires and Remarks: Wall he in magica went		
Romarka, W. M. La v. Turana all it		

How do we do it? There's only one way we can do it and do it right -and that is to have a system that gives two hour results with one hour

I gained my shoe selling experience in a large retail shoe store whose system of doing business was so perfect that it cost the firm thousands of extra dollars and hours every year to maintain it. Ours is not like that. But it's thorough enough to cover every detail of our work in a time saving way, and the fact that we are conducting our department efficiently, economically and progressively—that we are spending a fair-sized appropriation

to advantage—that we are in constant contact with 4480 regular dealers and 5016 prospective dealers seems to prove that we are correctly systematized without suffering over-systematization.

That part of our system which I'd like to describe here has to do with the prompt, facile handling of department correspondence: hence the seemingly irrelevant introduction to this article.

As I said before, it's a feather in your cap when your dealers start writing you about every subject under the sun. When they begin to look to you and your department for advice and assistance things unrelated—as well as related-to the sale of your merchandise, then, and not until then, can you class yourself the Angakok of the tribe.

Dealers and childrer have certain characteristics in common. For example a master-seer can't answer many of their questions and you can't satisfy either dealers or children with a

reply that doesn't ring true. create and hold the confidence o your dealer interrogator (if you want his confidence) require personal effort. thought, patience, originality, and what hav you. I like to write letters, an every dealer who asks me a question or makes a request gets a promp reply from me, a reply as persona as I can make it.

No form letter system can be suc cessful if you try to adapt it to cor ditions for which it is unfitted. Bu a complete form letter system ca and does give you the necessar time to answer personal correspond ence in a warm-hearted, interested

[CONTINUED ON PAGE 50

What Hand-to-Mouth Buying Is Doing for the Jobber

Except in Fashion Lines, Jobber Is in Stronger Position Than Ever

By John Allen Murphy

VER since the old Claflin Company retired from the wholesale dry goods business a few weeks ago, there has been much talk about the significance of this development. At one time Claffin's was one of the largest and best known jobbing houses in the United States. It has been in umbrage in recent years. Just the same, it was, at the time of retirement, still enough of a factor in the dry goods trade to cause speculation as to why it went out of business. And Claffin's is not the only wholesale dry goods house has recently been obliged to retire.

It is true that there have been proportionately more retirements and consolidations in the dry goods field than in other lines; but notwithstanding, jobbers in other fields have been having their difficulties also.

What is the significance of this tendency? Does it mean that the jobber is on a toboggan? Not at all. Were it not for the fashion influence, the jobber would be in stronger position than he ever was before. Hand-to-mouth buying is the best hing that ever happened for the jobber system. For many years retailers had been buying more and nore from the manufacturer. They were justified in doing this because hey were able to buy quantities. Vaturally, direct buying cut in on he jobber's volume.

But now that the practice of buyng in dribs-and-drabs has super-



Underwood & Underwood

ONLY in lines where the fashion influence is paramount does the jobber really suffer under the system of hand-to-mouth buying. Otherwise he is in a stronger position than ever, for with this tendency prevailing there is no longer any reason for the retailer to buy direct from the manufacturer as before

seded the liberal buying policy that formerly prevailed, there is no longer so much excuse for direct buying, except in style lines. The hand-to-mouth operator cannot profitably order from a manufacturer for direct shipment. There is no profit in such an order for either the manufacturer or the retailer. Logically, small orders should go to the local jobber.

The original function of the jobber was to act as a local distributor for manufacturers, but for many years he did not get a chance to perform it to the limit of his capacity. An ever-increasing number of manufacturers began to sell direct. At least, they sold large buyers direct. In self-defense, jobbers began to feature private brands, and in some instances, to manufacture. To a certain degree, jobbers and manufacturers became competitors.

This situation was not satisfactory to either side. The jobber did not find the demand for his own brands that existed for manufacturers' brands. The manufacturer, on the other hand, found it impossible to cover the retail trade thoroughly, without the cooperation of the jobber. Both the jobber and the manufacturer would have been better off if they had worked together instead of at cross pur-

Of course, I do not mean to imply that the situation which has just been described represents completely the status of jobber-manufac-

turer relations. Many producers and wholesalers worked together to their mutual advantage. In too many instances, though, the situation was as bad as it has been described. Gradually more and more manufacturers had been giving the jobber a decreasingly less important place in their sales plans.

Hand-to-mouth buying has brought this tendency to a sudden halt. Manufacturers, who are not in style lines, are beginning to see the difficulty of getting along without the jobber. As a result, the jobber is sitting pretty; that is, the local jobber. The national jobber (that is what the Claffin Company was) is going to have a hard time bucking the tide, unless he establishes sectional distributing houses or deals in light-weight specialties which can be shipped economically and quickly all over the United States. The

[CONTINUED ON PAGE 8-1]

The Art Directors Club Holds Its Sixth Annual Exhibit



Medal Award, Black and White Line, N. W. Ayer & Son for Marcus and Company. Rockwell Kent, Artist.



Medal Award, Still Lite, Calkins & Holden, Inc., for H. J. Heinz Company, René Clarke, Artist,



Medal Award, Decorative Design. Lennen & Mitchell. Inc., for Peerless Weighing Machine Co. Guido and Lawrence Rosa, Artists.

THE accompanying illustrations were awarded Medals in various groups at the Sixth Annual Exhibition of Advertising Art, held under the auspices of the Art Directors Club of New York City. The two Medal winning illustrations not included on this page are reproduced respectively on the cover and on page 17 of this issue. A detailed tabulation of recognitions appears on page 76



Medal Award, Paintings and Drawings in Color (Figures), J. Walter Thompson Company for the Andrew Jergens Co. Ettenne Dran, Artist



HOMEWARD BOUND BY SOUTH SHORE LINE

Trains from chicago operated over the Illinois central railroad from randolph, van buren, i.e., 43° , 53° and 63° street stations and kensincton

Medal Award and Barron G Collier Prize, Posters and Car Cards, Chicago, South Shore and South Bend Rail road, Oscar Rabe Hanson, Artist (Deceased)



Medal Award, Black and White Illustration. J. Walter Thompson Company for Gruen Watchmakers Guild F. R. Geuger, Artist

Studying Buying "Habits" to **Control Marketing**

By Everett R. Smith and Philip W. Smith

LEVEN of the largest national advertisers have devoted three years' work to setting up an accurate index of buying habits. This index has been prepared for use in determining a basis for sales quotas. It is invaluable as a check on advertising investment. Collection of the figures was stretched over a long enough period to show the development of trends and fluctuations. It was also necessary to develop this program over several years so the trends and tendencies could be compared with the circulation of the magazines at any given period. It is interesting to note in this connection that shifts in circulation lag behind shifts in the

There is a variance between buying "habits" and buying "power." The money people spend for commodities is not always measured by the money they have to spend. These amounts vary to a considerable extent in different localities. Buying habits, then, are measured by the amount of money actually spent in any given locality. It must be measured from its actual source, the ultimate consumer.

buying habits of the general public.

A difficulty with tabulations of buying power is that they are indices with a more-or-less remote basis. Because these are merely indications, not complete figures of buying power, they have usually been arbitrarily combined or weighted. Bank clearings, income tax returns, automobile ownership and similar factors have been combined. These indicators are not facts of buying power, but are facts which have a relation to it in more-or-less unknown degree.

Our plan, then, does not give a measurement of the total buying habits or of the total amount of advertising expenditure which can be applied over the United States as a whole; but it does show how much

Editor's Note

THE companies which cooperated in this far-reaching research include many of the largest and most progressive concerns in the country. Among them may be mentioned Colgate & Company, Chesebrough Manufacturing Company, The Western Manufacturing Company, Eastman Kodak Company and The Fuller Brush Company. Others involved have requested that their names be withheld.

The two compilers of this article are connected with the last named concern. The Fuller Brush Company. Everett R. Smith, advertising manager, has written several articles appearing in the columns of this publication. Philip W. Smith is chief statistician and has done a number of fine pieces of research

to any one geographical subdivision.

The prime object is to get figures on typical commodities which represent fairly the average sales of all such commodities. These would have to be of different types within the same general group or price range. Obviously, they must be nationally known commodities in the widest possible general use. This method and the plan of grouping together such a list of companies was proposed to a number of companies of this type. Each is a well-established company, the largest in its line, with a complete and thorough distribution. Their sales range from \$10.-000,000 to \$100,000,000 a year on commodities in the low-to-medium price range. These commodities in every case are generally bought by all sorts of families in all kinds of circumstances.

ELEVEN of the biggest companies in their respective lines were included in this group. These companies recognized at once the value to them of a key of buying habits. They readily agreed to pool their sales figures. Each company contributes periodically its total sales in terms of percentage of business of any given fund should be applied done for each state, with the United States rated as 100 per cent.

When the sales percentages are received from each company in the group, they are summarized and the arithmetical average is found for the entire group for each state. The use of the average without any allowances whatsoever is possible because these percentages are relative to the total business of each company, regardless of physical volume or dollar volume.

By way of example, let us assume that one product is a tooth brush and another is a tooth paste. The tooth paste is sold at the rate of 25 cents a tube and the tooth brush sells for 50 cents. On the average, one tooth brush will outlast, we will assume, four

tubes of paste. Therefore, the dollar volume of the tooth brush manufacturer would be only one-half the dollar volume of the vendor of tooth paste, although they both cover identically the same customers. By reducing both to terms of percentage with the United States as 100 per cent, they are put on a common basis and are, therefore, comparable Hence, there is no necessity for any method of empirical weighting ir order to obtain accurate results.

This method gives the average percentage of sales from each state The resulting averages reflect the distribution of sales. They are actua figures because they show where the business is actually coming from within definite boundaries. show current buying habits for eacl state in relation to each other state also, to the entire country. With th average for the entire group of tained for each state every quarter the trend can be plotted for any ir dividual state or group of state: The comparison between this curv and a similar curve of sales accon plishment and of advertising ex penditure gives any company remarkably clear picture of the re sults obtained through its adverti ing investment.

What Shall the "Foreign Corporation" Do?

By H. A. Haring

R. FRANCIS LYNDE STET-SON once quoted a famous client of his who stated that "I do not so much care what the law is as to know what it is; when I know what it is, I will conform

No law-maker composed that sentence! Just one two-syllable word in twenty-seven; the staccato utterance of a business giant. It is reasonable to believe that this business man looked to his attorney to tell him the law.

Corporation officers can be safe only when they follow the same plan. A man might as well try to be his own physician, or his own father confessor, as to attempt to steer his corporation through the surf of forty-eight sets of foreign corporation laws. They are intricate and complex; the real confusion can be grasped only by one who tries to work himself through the statutes and the decisions.

Available information is limited.

The various state tax commissions publish very few, rules or regulations. The angles of "foreign" corporation regulation are so numerous that even the statutes, the only source of information, are difficult to search. requirements and taxes are hidden under voluminous tax measures.

A second difficulty arises through frequent changes in the law. This obstacle is more difficult to surmount. The fortyeight legislatures provide forty-eight possible modifications, most of them biennially, a few annually, and all liable to special sessions. Court decisions, furthermore, yield

their daily grist of confirmations and nullifications of what the law-makers have spread on the statute books. To follow the legislatures and the courts is an onerous undertaking for anyone but a specialist.

The corporation is ever in danger of oversight, unless competent attorneys protect it. Changes occur almost every week. The states assume, however, little worry for the corporation. Every gradation of "notification" is to be found. Some State Departments use the registered mail to advise domesticated corporations, and others have departments that never seem to reply to an inquiry, however urgent. For the latter group—the number approaches a dozen-one who seeks information must use his wits to find dependable facts. Should he, in disgust, give up the task, his corporation is liable to be penalized or fined for failure to comply with the law under the familiar rules (1) that ignorance does not excuse, and (2) that it is

the duty of the citizen to inform himself of the law.

To a large extent the dollar-sign is the yard-stick of business. Requirements to domesticate may be burdensome, and the States' interrogatories inconvenient. showing debits to the corporations' expense account. Managements, in discussing foreign corporation laws, therefore dwell on the cost more than on the formalities, or, to quote the wrathful words of one president: "The secretary's office can thrash out that jumble of words. That's what we pay all those clerks for. I'm bothered about expenses. Every thousand dollars that State pinches from us will show up in the balance sheet."

The question assumes about this

Domesticate in Ohio and pay the fees, or handle our Ohio business from Pittsburgh and from Chicago and watch our step every moment?

Then, one day at a staff meeting, the alibi of the sales department is this:

> We can't hold our Cleveland. in Cleveland dealers won't accept deliveries out of Pittsburgh, Our competitors have Cleveland sales offices and spot stocks there. They're on the ground six days every week to our one; they can deliver in two hours to our two days. The company's saving \$2,000 a year by staying out of Ohio, but it's costing us \$50,-000 in business.

Simmered down, for each corporation, the question becomes a very practical one. Does our volume in Ohio warrant the cost of qualifying?

For eleven of the States the initial fees are light and the annual levy nominal, with a maximum of \$25 for each year, re-



THE states do not recognize ignorance as an excuse, contend-I ing that every citizen should keep himself informed concerning the law. Particularly should this maxim be borne in mind by large corporations which do business nationally. They come in daily contact with the varying laws of all the States, and ignorance has been known to cost fabulous sums in such cases

[CONTINUED ON PAGE 44]

The Economics of Consumer Advertising

By Paul T. Cherington

Director of Research, J. Walter Thompson Company. New York

THE most important single factor underlying the principles of economics is not economic in its nature at all but biological. It is the fact that we all are born individuals, and nobody ever completely merges his individual personality with any other. Society, country, home, family, children, business, faith-all these social institutions are important factors in life, but they do not stir the fighting blood of free men until they are yoked with the singular, first person possessive pronoun. It is for my country, my wife, my children, my faith, my fireside, my toothbrush that I will lay down my life. Biological isolation and my consciousness of it, is implied in all these things, and they all imply possession—individual and vibrating ideas of relation-

ship between me and all the other people about me and their possessions.

If we came into the world in schools like fish, and if we fed in herds and went about in flocks and roosted in coveys, and all swarmed together about some vague central impulse, then the force of the possessive pronoun in our lives would be likely to be minimized. People who are herded together soon lose at least a part of their individuality; but the fact remains that they are separate human beings. Even crusaders have split each other's heads over a wife or a bit of land: and good soldiers, enlisted in a noble cause, have done murder over a hairbrush or a blanket. The desire for individual possession may not be as noble a motive as comprehensive altruism, but there it is-an unmistakable influence in human performance, and so generally prevalent that it cannot be dismissed as an abnormality.

Portions of an address before joint lunchcon of Advertising Commission and Advertising Club of Baltimore.



Because consumers are individuals they always have had, and doubtless always will have, fussy and troublesome ideas about what they want. These ideas in the aggregate constitute what is called "demand,"

Any common soldier may have a secret yearning for purple neckties or dove colored spats, but so far as his army life is concerned, this desire wears itself out as a stifled emotion. It finds no expression in the Service of Supply. That nobly regular organization still fits him out with regulation O.D. just as if he had no more sartorial imagination than a prize hog. The processes of merchandise distribution in an army are standardized. They are problems in supply; demand has no voice in them.

T is only slowly that students of economic problems in their present forms are getting an adequate appreciation of the demand factor of the much discussed "supply and demand" equation. Concerning supply much has been formulated. Produc-

tion is standardized, and quantities and qualities of output are confidently forecast and planned out, primarily as a problem in plant capacity. And then the sales force is summoned, and with much "ginger talk" and with "go-getting" flights of enthusiasm, is told to sell the output or make room for somebody who can. Surprisingly often, no serious attention is given in these sales plans to the nature, or geography, or social stratification, of demand; it is assumed that consumers will respond if enough sales pressure is brought. We are told that, with Fordized production, we need only to Fordize distribution, and our economic salvation will be achieved.

All this sort of reasoning is on the assumption that demand —the expression of the con-

sumers' ability and disposition to buy—is inert, unenlightened, and unimaginative, and capable of being shoved into one groove or another as it may happen to suit the interests of some energetic sales force, working in the interests of one of the many great Fordized producers, or of some persuasive merchant working in his own interest.

Little by little it seems to be penetrating the economic consciousness that this demand factor is not a spineless effect, but a restless and irresistible cause; that instead of an impressionable lump of dough, it is a leavened mass ceaselessly engaged in the task of adjusting itself to some of its own inexplicable changes. This idea that the will of the consumer, combined with his ability to buy, in these new days of fluid distribution of goods, constitutes a ponderable cause and not a nebulous effect, is the starting point for any constructive reasoning on what are called "business problems."

It is difficult to realize, also, that this will-to-buy has, of very recent

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THE · EDITORIAL · PAGE

What Industries Win the 25 Year Pace?

THE Census Department has just made a novel calculation. It has figured out which industrial groups have made the greatest gain in a 25-year period (1899-1925).

The automobile, of course, makes everything else look like a snail. It made 4666 per cent increase. But next to that is chemicals, 365 per cent increase; next to that metals and metal products (not iron or steel), 321 per cent; and next to that paper, printing and related industries, 317 per cent. Lumber is at the bottom, having gained only 6.8 per cent; ship-building next, 22.2 per cent; and leather next, 33.8 per cent.

It is, after all, rather amazing that there should be such huge differences in the "pace" of the great industrial groups. Seemingly there has been a fairly horizontal growth industrially; but actually not so. Textiles gained only 96.5 per cent, food 119.6 per cent, tobacco 168.7 per cent. The average gain for all industries has been 178.4 per cent.

Another important new bit of information is that there has been a particularly marked increase in production per worker in the last several years; ten per cent between 1923 and 1925, 40 per cent between 1919 and 1925. During the decade from 1909 to 1919 the output per worker actually decreased. When worker's output increases it means higher "real" wages; more spending power.

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Dealers Who Die

It is always a shrewd size up of distributive conditions to note, at the end of a year, what types of retailers have shown the lowest mortality rate.

It is, of course, usually a foregone conclusion that the grocery field will be at the head of the list. There were 3633 grocery failures in 1926, which is a larger number than in five years past. Clothing dealers are next in number in failures (2058), and then in order come general stores (1217), dry goods (1021), restaurants (928), drugs (632), furniture (606), shoes (597), hardware (430), jewelry (406).

The failures, except in the grocery and drug fields, are all fewer in number than in the previous year (1925), although the total retail failures are slightly in excess of 1925. The line of trade that showed the greatest decrease in failures from the high peak of 1922 is shoes, and the line showing the greatest increase is restaurants. Those which show an increase over 1922 are grocery, drug, furniture, paint, books, restaurants.

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An Editorial by Bruce Barton

IN a recent address before the Boston Chamber of Commerce Bruce Barton said:

"There will always be a tremendous element of faith in business; there will always be a tremendous element of faith in advertising. Every outstanding advertising campaign starts with an overwhelming conviction. And advertising is successful for industries, for communities, and for whole sections of the country, just in proportion as the men in those industries or communities or sections of the country are convinced that they have a great service to render, a great story to tell, and that, through the telling of it, mighty works can and will be done."

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An Agency's Attitude Toward Commissions

BELOW we quote from the letter of an advertising agency to a publication, declining the privilege of billing and collecting for a piece of advertising that represented no activity of that agency. This is the letter, in part:

We are returning herewith your bill for one page While we appreciate very much the instructing you to bill this direct to us, we regret that we cannot accept the hill as it has been the policy of this agency since its inception not to accept commission on any business where we have not earned it through the usual channels of our production department.

We have written to the thanking them and asking them to instruct you to whom this particular page should be billed.

This agency in its attitude has undoubtedly lifted advertising and the agency commission to a higher plane of self-respect. This position probably represents the attitude of most agents. Isn't the general acceptance of this idea by all agencies in keeping with the dignified profession that advertising really is?

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High Hats Laid Away

POR many years past there has seemed to be what has been termed a sort of "latent hostility" between the A. N. A. and the advertising agencies. Each has been inclined to "high hat" the other.

To us one of the most significant things about the Detroit Convention of the A. N. A. was the complimentary dinner and entertainment given to the delegates by seven Detroit advertising agencies:

Austin F. Bement, Inc.; Brooke, Smith & French, Inc.; Campbell-Ewald Company; MacManus, Inc.; McKinney. Marsh & Cushing; George Harrison Phelps, Inc.; C. C. Winningham, Inc.

This dinner may well be regarded as the beginning of a new era of friendly cooperation between the two groups, with high hats laid away.

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New Advertising Terms

In his talk before the members of the Association of National Advertisers at Detroit, M. H. Aylesworth, president of the National Broadcasting Company, used two expressions that we believe are destined to take their places in the terminology of advertising.

"Advertising managers," he said, "are in the habit of having campaigns of advertising worked out under their direction and under conditions where values in art, typography and eye appeal are carefully considered. No less care or thoughtful planning goes into the preparation of broadcast copy, which, instead of expressing itself in art and typography, is developed entirely from the standpoint of ear appeal, which immediately suggests a new psychology of approach."

How Shall Buyers Treat Salesmen?

By S. E. Kiser

T the nineteenth annual convention of the Amalgamated Association of Buyers and Purchasing Agents, last week, the question, "How shall salesmen be treated by buyers?" came up for an interesting discussion.

When President H. N. Nails had announced that the routine business before the convention had been disposed of, T. M. Ruff, buyer for one of the big f.o.b. factories in the Middle West, created a sensation by demanding the expulsion of a member of the association for having violated one of its cardinal principles by treating salesmen who

called on him as fellow human beings.

On being requested by President Nails to present his demand in a formal way, Mr. Ruff said:

"Then I move you, sir, that George Fairways, buyer for the Whiz-Bang Manufacturing Company, of North Bend, be expelled from this association for receiving salesmen cordially when they might have been kept out of his office, and also for buying when he might have found pretexts for compelling salesmen to make extra trips to see him, or when he might have made it necessary for them to submit to delays and inconveniences that could have been avoided as well as not."

The motion was seconded, and when the president was able to restore order he declared the matter open for discussion.

"Mr. Ruff," he said, "you may proceed."

"I don't want to be unfair with this man," said Mr. Ruff, "but I consider it my duty as a loyal member of this association and as chairman of the Committee on Attention Calling to call attention to certain stories that are going around.

"One of these stories, which was told to me only yesterday, was to the



effect that Fairways recently gave up a game of solitaire to listen to a salesman who had traveled three hundred miles to call on him. The salesman, according to the story, was not compelled to wait in the ante-room, was not told that Mr. Fairways was in conference, and was not warned before he had a chance to mention the purpose of his call that there was no possibility of doing any business. All this, as you will agree, was contrary to the ethics of our association, and in violation of its constitution and by-laws. I hope we may hear from others on the subject."

ARE there any further remarks?" the president asked. "I would like," said Mr. Snagg, "to make a few additions to Mr. Ruff's remarks. Before I proceed I wish to say that I have no personal enmity toward Mr. Fairways, and I am sure the same thing holds true as far as Mr. Ruff is concerned. Our purpose is merely to uphold the traditions of our guild, if I may call it that, and to let it be known that there must be no infractions of the rules by which all good buyers and purchasing agents are supposed to be guided. You have heard the charge made that Mr. Fairways gave

up a game of solitaire in order to see a salesman. Gentlemen, I am informed that it is a common saying among salesmen that they can always be sure of receiving respectful attention when they call on George Fairways, and I have more than hearsay evidence for the truth of the statement that he has made the remark that he considered it a part of his job always to find out what they had to offer."

Five delegates were appealing for recognition when Mr. Snagg sat down. After some confusion, Milligan Piffler, from somewhere in Connecticut, was recognized.

"Mr. Chairman and Fellow Members of the Association," he said, "I just want to say a few words in this connection. More than six months ago rumors of the queer actions of Mr. Fairways came to my ears. I have been told that he makes it a practice to see all salesmen who call on him, that he never tells a salesman there's nothing doing before he has had a chance to make his business known, and that he never sends out word that he is out of town when he isn't. Furthermore, and I hope the seriousness of this statement will not be overlooked, it is a fact which I am prepared to back up with proof that he once remained in his office ten minutes after quitting time to keep an appointment with a salesman who had been delayed by a washout on a rail-To make the matter worse, he knew the salesman could not have stayed over till the next day, so there was a fine chance for him to avoid seeing the fellow at all. It is all well enough to profess kindly feelings for Mr. Fairways, but I don't see how we can afford to be lenient with a buyer who will deliberately engage in such practices. They constitute a reflection upon the business-like methods by which the

[CONTINUED ON PAGE 66]

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BRUCE BARTON

ROY 8. DURSTINE $f B_{m p}$ ALEX F. OSBORN

BARTON, DURSTINE & OSBORN

INCORPORATED

An advertising agency

of about two hundred and fifty people among whom are these account executives and department heads

James Adams Mary L. Alexander Joseph Alger John D. Anderson Kenneth Andrews J. A. Archbald, jr. R. P. Bagg W. R. Baker, jr. F. T. Baldwin Bruce Barton Carl Burger Heyworth Campbell H. G. Canda A. D. Chiquoine, jr. Thoreau Cronyn I. Davis Danforth Webster David Clarence Davis Rowland Davis A. H. Deute Ernest Donohue B. C. Duffy Roy S. Durstine

Harriet Elias

G. G. Flory K. D. Frankenstein B. E. Giffen Geo. F. Gouge Louis F. Grant Gilson Gray E. Dorothy Greig Girard Hammond Mabel P. Hanford Chester E. Haring F. W. Hatch Boynton Hayward Roland Hintermeister P. M. Hollister F. G. Hubbard Matthew Hufnagel Gustave E. Hult S. P. Irvin Rob't N. King D. P. Kingston Wm. C. Magee Carolyn T. March Elmer Mason Thomas E. Maytham

Frank J. McCullough Frank W. McGuirk Allyn B. McIntire Walter G. Miller Loretta V. O'Neill A. M. Orme Alex F. Osborn Leslie S. Pearl Grace A. Pearson T. Arnold Rau James Rorty Mary Scanlan Paul J. Senft Irene Smith J. Burton Stevens William M. Strong A. A. Trenchard Anne M. Vesely Charles Wadsworth D. B. Wheeler George W. Winter C. S. Woollev J. H. Wright

New York: 383 Madison Avenue

Boston: 30 Newbury Street

Buffalo: 220 DELAWARE AVENUE

Member American Association of Advertising Agencies Member Audit Bureau of Circulations Member National Outdoor Advertising Bureau

The Three Evolutionary Stages of Electrical Advertising

By J. C. McQuiston

Advertising Manager, Westinghouse Electric and Manufacturing Company

manufacturing industry has Apassed through three stages of evolution in a forty-year period. These stages may be termed the technical, general magazine and newspaper, the last of these three representing the period we are now in.

It has been my privilege to spend almost a quarter of a century analyzing the advertising problems of this great electrical industry as it developed into a business amounting to billions of dollars and having ramifications in nearly every village and hamlet of the world.

About 1886, in the infancy of electrical manufacture, certain technical magazines came into existence due to the development of the industry. These were practically the only media used by electrical advertisers. In those days all electrical apparatus was purchased solely by electrical engineers or electrical specialists. Even the lamps were furnished to customers by the power companies as part of their electrical service.

It was solemnly believed at this time that electrical apparatus was so technical that the general public never would understand its usage; so the general magazines of the period were never considered. There is one exception to this statement, however, which proved the far-seeing mind of George Westinghouse. He was the first, so far as I know, to insert an electrical advertisement in a general magazine, this being concerned with generating apparatus and appearing in Harper's Weekly on October 2,1886. No bulk of advertising, however, appeared in the general magazines until years later.

The industry established itself through the passing years and the design of lamps and other apparatus used by the general public was eventually so perfected that merchants could distribute such articles without impairing the service rencompanies.

During this same period many electrical appliances were brought out, such as irons, toaster stoves, vacuum cleaners, percolators, ranges, heaters and washing machines. Since these products were bought by the general public directly from merchants, the Westinghouse Company decided that the time had arrived to advertise in the general magazines. This decision was made in order that the public might be educated in the use of these newly created electrical devices and at the same time to build up a distribution organization for the sale and service of such devices. This constituted the second stage in the evolution of electrical advertising. It has been in progress for many years now and today the Westinghouse Company and other companies have built up very complete organizations for the distribution of all electrical products.

Having built up our distribution and sales organization through these years of general magazines, it was believed that the time had come to more intensively reach our market and more intimately service the distribution. In order to do so, after research we decided to utilize the newspaper columns, and on April 1 of this year began our newspaper advertising plan. Electrical advertising thus had reached the third or newspaper stage, which is as far as its evolution has gone.

N so doing we had taken a forward step and one that was very important to the industry. It is interesting to recall our progress after the original decision had been made.

First came the preliminary "inside" planning and study, analysis of sales figures, of leadings, of markets, by district offices, by apparatus groups and by classes of customers. Then the determination of what products should be featured in the advertising, what markets could best be reached, with this newspaper advertising, and how best these all

DVERTISING in the electrical dered by the electric light and power could be tied together to give institution value to the whole program. Meetings with department heads and other executives, discussion of fundamental policies, and detailed market conditions followed.

The Chicago district was chosen for preliminary study, as a territory well balanced between industrial and agricultural interests, large cities and smaller towns—as nearly representative of the country as a whole as any one district can be. Many questions were asked and means discussed. From this study we evolved the general plan, one that was truly workable and that could serve as a pattern to guide in making the plans for other districts.

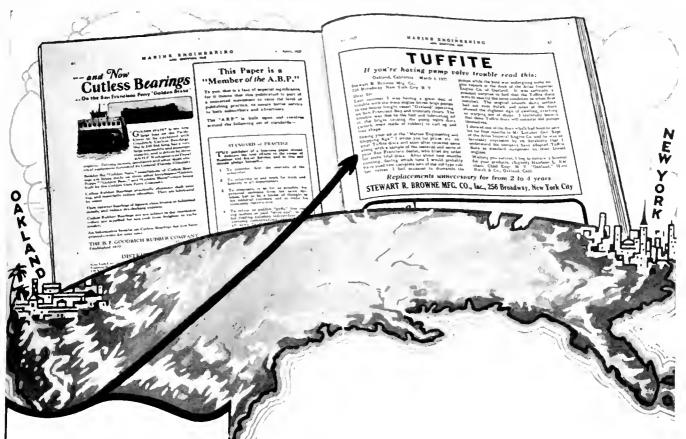
Following came the designing of the general character of the advertisements and with this the preparation of more than 125 preliminary layouts with headings, sketches of illustrations and with sufficient completed copy to indicate how this reservoir would appear in finished

In the meantime, the taking of measurements of other district offices was under way in Atlanta, Cincinnati, Detroit, New York, Boston, Philadelphia and Chicago again, to. try out and revise the first plan. Later the Pacific Coast offices were given intensive study in order to fit the plan to their requirements.

Since the newspaper part of our 1927 advertising campaign has been stressed by publicity, I make haste to say by this we are not using newspapers alone to the exclusion of other forms of media. We will continue to use the technical and trade magazines for these are basic to our industry. We will also use direct mai' effort; in fact, more so than ever before in our history. Our campaigr for this year is a coordination of these three forms of media, using more than 300 newspapers to carry the popular appeal of the Westing house Company and its products to the general public; more than 100 trade, technical and semi-technica publications to sell specific Westing

Portions of an address before the Semi-Annual Convention of the Association of National Advertisers, Detroit.

[CONTINUED ON PAGE 86



. . Seeing your ad in the Marine Lagineering and Shiffing Age, 1 wrote you for prices, etc., on your Tuffite discs and soon after received same along with a sample of the material and name of your San Francisco dealer, who filled my order for some trial discs. After about four months' running, during which time I would probably have used two complete sets of the old type rubber valves, I had occasion to dismantle the pumps. . . . It was certainly a pleasant surprise to find that the Tuffite discs were in exactly the same condition as when first installed. . . .

"I showed one of the discs which had been in service for four months to Mr. Lorimer, Gen. Supt. of the Atlas Imperial Engine Co., and he was so favorably impressed by its durability that I understand his company have adopted Tuffite discs as standard equipment on their Diesel engines.

"Wishing you success, I beg to remain, a booster for your products. (Signed) Harrison L. Ketcham, Chief Engr., M. Y. 'Oakland,' Hunt-Hatch & Co., Oakland, Cal.

A Chief Engineer in California and a Manufacturer in New York

THE data in the adjacent panel appeared in the Stewart R. Browne Mig. Company's advertisement in the April, 1927, issue of Marine Engineering and Shipping Age. It tells of a chief engineer in Oakland, California, who saw the advertisement of this New York manufacturer in Marine Engineering and Shipping Age and how he purchased and tried the product—how the product stood up under severe marine conditions—how he passed the good word along to a friend with the result that the product has been adopted as standard equipment on a line of Diesel engines,

Advertising is a great selling force. No one can definitely know its widespread influence. But this we do know-Marine Engineering and Shipping Age comes closer to reaching one hundred per cent of the buying power of the marine industry than any other business paper,

Simmons-Boardman Publishing Company

"The House of Transportation"

30 Church Street

New York, N. Y.

608 So. Dearborn St., Chicago Mandeville, La. San Francisco

6007 Euclid Avenue, Cleveland Washington, D. C.

Marine Engineering and Shipping Age

A Member of the Audit Bureau of Circulations and the Associated Business Papers, Inc.

How Remington Eliminates Waste In Direct Mail

By Alan C. Reiley

Remington Typewriter Company, New York

OT long ago I was an interested listener to a discussion between two experienced marketing men on the efficiency of direct mail as compared with other forms of advertising.

One of them argued that direct mail advertising is the only certain method of getting results at a minimum cost.

The other held that of all advertising media direct mail is the most costly, the most wasteful, and the least efficient.

The paradox in that discussion lay in the fact that both views

were correct; it all depends on how the medium is used. The purpose of this article is to describe one system, long in use by the Remington Typewriter Company, which eliminates waste effort so far as is possible.

It is, perhaps, unnecessary to remark that the discussion cited assumed the use of some kind of "mailing list," either general or special. Indeed, it is a matter of common knowledge that in nearly all direct mail programs the "mailing list" figures as an essential part of the plan. The outstanding feature, however, of the Remington plan is that it eliminates the "mailing list" entirely.

Our reasons for this policy can be very briefly stated. Whatever the individual differences of opinion among direct mail advertisers concerning the efficiency of "mailing lists" may be, there is one point on which they will all agree: The lists possess their highest efficiency in the cases of thin-market propositions. As the market broadens, this efficiency diminishes, and when the

FIRM NAME		101
STREET	TOWN	STATE
MAN TO BE ADDRESSED	SEND ADVERTISING CONC	USINESS FRNING
Remington-Noiseless No. 12 No. 30 No. 50 No. 20 Remington Electric Portable—General Portable—Doctors Portable—Druggists Portable—Home Use Portable—Students Schools Supplies—Ribbons Check only one classification	Supplies—Carbons Supplies—Paper Remington Books Spool-o-wire ACCOUNTING MACHINES Model 21—General Model 23—General Appropriation Ledg. Banks—Ledger Banks—Transit Banks—Savings Billing	Checks, Pay Roll, Register Dept. Stores—Dual Plan Ledger Posting Lumber—Retail Public Utilities—Ledgerless Real Estate—Rental Stock Records Statements—Retail Twin Cylinder—Retail Twin Cylinder—Wholesale R.R.—Freight Acct. R.R.—Pass. Acct. R.R.—Sta. & Zone Acct.
,	SALESMAN	OFFICE

A SAMPLE of the salesman's advertising order slips on which the Remington Typewriter Company's direct mail system is based. The slips are arranged in books for the use of the salesman, and are made out by him in triplicate; one copy for the home office, one for the branch office, and one for himself

market becomes practically universal, it is evident that no advertising on general mailing lists can yield returns in any way commensurate with the cost. This, in brief, is the position of the Remington Typewriter Company. The market for the typewriter has become universal, for its potential buyers today include every man, woman and child who writes.

Something of this same advertising problem as it concerns the direct mail method is reflected in the policies of prominent concerns in other divisions of the office appliance industry. At one period more than one of these concerns had enormous general mailing lists, but they scrapped them years ago. The Remington Typewriter Company, on the other hand, has never used mailing lists of any kind for advertising purposes. From the first, our system has been conceived and operated on an entirely different basis.

What, then, is the alternative to the mailing list? The complete answer can be given in one compact sentence: We mail advertising matter only to active "prospects" who are reported and vouched for as such by the Remington salesman.

The great bulk of the Remington product is sold by the salesman direct to the ultimate consumer, and this method gives the salesman direct contact with nearly every prospective buver. This fact simplifies the whole plan and purpose of our advertising, which is simply to help the salesman to sell our goods. To this end. however, we make a clear distinction in their aims between the space advertising and the direct mail

advertising of our company.

The purpose of our space advertising is to create buyer acceptance, or, broadly speaking, to create prospects for the salesman.

Direct mail, however, is never used for the purpose of creating prospects. It is concentrated exclusively on those who are already prospects, and its sole purpose is to help the salesman in closing the sale.

This entire plan assumes a limited time within which the advertising must make itself effective. writer prospects are changing daily, and no user of typewriters or bookkeeping machines can properly be considered as permanently a prospect. The present prospect usually ceases to be one, for the time at least, as soon as the sale is made. whole machinery of our system, therefore, is based on the idea of striking while the iron is hot. It consists of a few mailings only, which begin on the very day that the prospect is reported to us.

But how do we identify the active prospects? And how can we keep a reasonably high percentage of them

[CONTINUED ON PAGE 80]



The wax man—the human automaton—was in Philadelphia last week. I elbowed my way through a crowd which jostled one another six deep in front of the drug store that staged his act. There he—or it—stood, rigid as the plate glass window against which noses were flattened.

His features were as immobile as a manikin's. Eyes that never blinked. Chest so statue-like that respiration seemed impossible. At regularly spaced intervals his arm jerked spasmodically to left and right, moved

apparently by machinery from within.

"Betcha two bits it's mechanical," offered the chap at my left. "Take you," grunted his friend.

Just then the wax man relaxed, smiled, bowed. And the crowd broke up, grinning in sheepish admiration.

"Clever . . . that wax feller," remarked the manufacturer's salesman with whom I was covering the city. "He always gets a crowd pronto. Seen him several times before. I forget what it is he advertises, but he certainly is clever!"

"You," said Demosthenes to his great rival orator,

Æschines, "make them say, 'How well
he speaks.' I make them say, 'Let
us march against Philip!""

GEORGE BATTEN COMPANY, INC.

Advertising



From a Copy-Chief's Diary

PRIL 1-This A. M., Mr. Strawn, president of Con-L tinental, came down to the Rather embarrassed, he office. pulled out draft of bitter letter of criticism he feels necessary to send to the local Manufacturers' Association. Someone at Continental office had suggested that the way to get it worded right, without loopholes for comeback, was to get me to rewrite it. I appreciated the compliment without relishing the assignment. S. waited while I worked it out and went away vociferously grateful. I've been called on to draft memorials of condolence, letters proposing club membership, committee motions, magazine articles over the other man's signature, etc., etc., and some day I expect to be asked to indite a proposal of marriage.

APRIL 2—April issue of De Kalb salesmen's bulletin in today's mail. A new tone unmistakable. Up till now it has been very reserved as to what advertising is accomplishing—evidently keeping fingers crossed and not committing themselves. This month they hurrahed very definitely. Advertising has apparently won its place as a fixed policy.

APRIL 4—Scribble—scribble—scribble all day—an extravagant consumption of paper but a minimum of stuff to be proud of. Most of it, I fear, will end in the waste basket.

APRIL 5—After yesterday's fiasco I decided to give myself a day-off from actual writing and see what I could produce in the way of skeleton ideas. Came through with at least the germ of new ideas on four accounts. Guess I'm not ready for the discard, after all.

APRIL 6—Yost, new sales manager for Acme, has a bigger wishbone than backbone so far as advertising is concerned. He orates to us in between times on his desire for simplicity and white space—then, when copy and layout arrive, he ean't resist the impulse to shoot the whole works in each and every

insertion. Today, to a simple page layout, he added two illustrations, one containing five articles, an extra display line, a side panel of copy and an added jigger to the name design. His reply to each successive protest was—"Oh, but this is absolutely necessary." So is his catalog.

APRIL 7—Idea for a cravat manufacturer. Adopt trade name "BEAU" and the slogan "BEAU TIES ARE BEAUTIES." I'll sell the copyright on that quite reasonably. Sub-slogan, "Bows for beaux."

APRIL 8-Advertisers furnish incessant variety. To Y-S the relationship with the agency is one of intimate team work and thoroughgoing pull-together-for-results, with an utter disregard as to where the credit belongs on any individual item. With the Acme organization it is more nearly "Well, let's see the animals perform while we sit back and dare them to please us. If we should help them in any way, they wouldn't be earning their pay.' What Aeme fails to see is that the difference in method shows up in what comes before the public. Neither exhortation nor education has yet made an appreciable dent in their attitude.

APRIL 9—A half day spent pleasantly on inconsequential matters—including a house cleaning of desk drawers.

APRIL 11-McQ., advertising manager of Y-S, is hitting on all six these days. He has come through in the past few weeks with five A-1 ideas for us to comment on. always with a half-apologetic letter commanding us to be frank in our comebacks. It used to be that we had to vote against most of his suggestions but lately he's been a steady source of helpfulness and inspiration. Today's idea furnishes the copy theme for the better part of a year in one publication and solves a problem that has had us pretty much stumped. Dealing with McQ. is a continual

lesson in equanimity. He is one of the few men I know who can send in a stiff criticism and a gratifying bouquet all in the same mail—a completely judicial temperament. We scored one of each today—and deserved both.

APRIL 12—Dorgan behaved today in typically Dorganesque fashion. Just why, I ask (and Echo answers why)—can't the Dorgans in our business world recognize the fairly obvious truth that continuous heckling of their advertising doesn't increase the agencies amount of service they get but insures a minimum of service. There's only so much stretch in a string. If an advertiser consumes the permissible time-allowance on picavune matters and wants to dispute the cost of every electro and get seventeen advance bids on every job that comes up, there is that much less time available for worth-while services. The denouement on the Dorgan account approaches rapidly. Today's dose of pettiness was particularly hard to swallow.

APRIL 13—Had a grand time today blew up out at the Dorgan office and orated for three soul-satisfying minutes of concentrated criticism from the heart out. Being usually mild-mannered, the effect was startling-I almost chuckled at the dazed expressions of the Dorganites present. Before they had recovered from the shock, bowed myself out. I don't know yet whether a letter of dismissa will show up in the A. M. warned the others at the office no to be surprised if it arrived Griggs is actively hoping so-say he will be bald or gray in anothe fortnight.

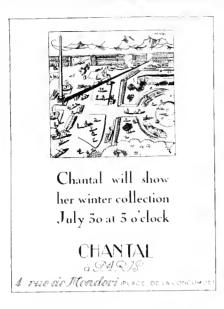
APRIL 14—A placid day. No murmu from Dorgan.

APRIL 15—Poe needs a vacation. H has drifted into that unfortunat frame of mind where every crit cism or revision of copy or layou from any of his clients is a rerag to him.

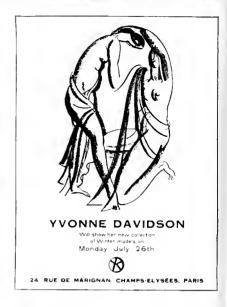
[CONTINUED ON PAGE 60

LONDON More than 40,000 Replies The McCall Company of With ratarana to our advarticament in regret that our hausted that our further and wour stock has been graceived applicas. We manufacen except their free who ask the turing them, and them next week.

Here is a clipping from the London Daily Mail. It describes the results of one advertisement which appeared in that paper. This advertisement, based upon the Interrupting Idea principle, was the first of a series prepared for the McCall Company by the Federal Advertising Agency, Incorporated, of 6 East 39th Street, New York.







Paris Couturiers Direct Seasonal Advertising to Foreign Buyers

By Constance Miller

the finery that augments woman's dress, Paris stages a twicea-year madness that is unequalled in the rush and hubbub that America is reputed to have cornered. Paris outdoes it. Couturiers sit up all night in the week before their openings; little midinettes in the ateliers are paid overtime for their long hours of night work to get the collection of several hundred models ready for the buyers: British, Belgian, Dutch, German, Swiss, and American—mainly American.

There was a time, and that not so long ago, when the Paris couturiers held but two openings a year, but in recent years four openings are held by some, while others only augment the collection that has been "passed" a few months before. The smaller collections, which come some time in April and again in October, are known as the mid-season collections, obviously intended for the wholesaler in foreign markets, who makes his selections from the new tendencies as a forecast of the definite trend to follow in the big collection that will be shown later to retailers. These mid-season openings are important, for they provide the wholesaler with his ideas for manufacturing in sufficient time for him to

TITH its chief industry, that present his winter or summer collecof creating clothes and all tion at home, simultaneously with the winter or summer collections shown by the couturiers in Paris.

> But the "big" openings, the major ones, are of the most importance to the retail buyer and couturier alike. Not only do the couturiers issue pretentious invitations for the opening morning, afternoon or soirée, to the press and to foreign buyers, but they reiterate the date through the medium of advertising in the local English speaking newspapers—the New York Herald, the Chicago Tribune, the Paris Times and the Continental edition of the Daily Mail,

> EVEN before the American buy-ers leave for Paris, announcements of the openings appear in advertisement form in the American trade journals such as Women's Wear, and in the timely issue of Fairehild's International Magazine. Some of these advertisements merely state the opening dates. specify that the collection will be shown to American buyers a few days before it is exhibited to European buyers, an indication that the Paris couturiers realize the necessity of meeting delivery dates that require more time than do those nearer the source of production,

exploits a new, general idea of the collection to be seen, or it remarks upon the character of the house which it advertises, During the past openings for winter, the advertising released by the Paris couturiers has been far more dignified than it has been in other seasons. There is not so much "ado about nothing" nor so much mere stringing of words together.

S a general thing, art is missing As a general mine,

from these announcement, display advertisements. The couturier, always fearful of having his models copied, dare not show one from his new collection. Equally, he cannot be too specific as to details, line, new colors, nor any of the things that are of real interest to the buyer. The buyer must come to see, and all the couturier can do is to state the time that the collection will be ready, and then trust to his or her reputation for crowded salons at that telling day and hour.

The opening soirée is most thrilling of all. Some of the houses present this for the press only, and others sometimes include buyers, while some of the big houses refrain from showing to the press until after the buyers have seen the collection and chosen their models-Again the advertisement released even until these models are on the

[CONTINUED ON PAGE 55]

TRUE TALK

"Every manufacturer who visualizes the retailer as his depot of distribution, who sees in the retail selling force an instrument that will serve his purpose in proportion to the information he furnishes, and who will give all the selling arguments he can furnish, and other information and assistance that will be of value, will find an everincreasing market for his product. He will also find that he is building good will that will more than repay him for all his effort."—By the general manager of a mid-II estern department store.

WE agree! From that point on, then, your job is to choose for your message the vehicle with greatest retail-store power, the factor whose influence begins with the store executive and extends to the salesperson.

And this, beyond all doubt and argument means the

Economist Group

DRY GOODS ECONOMIST
DRY GOODS REPORTER DR

DRYGOODSMAN

"Tell and sell the merchant and he'll tell and sell the millions."

Planning Copy for the Radio Advertising Medium

[CONTINUED FROM PAGE 20]

the sponsor or his product, but failing to reach his buying class, is a waste of broadcasting expenditure. So also is a feature which wins favorable attention among the desired class, but fails to direct that attention to the sponsor. In this group are many outstanding radio events featuring big names, but failing to capitalize the resulting good-will by concentrating it upon the sponsor's trade name or product. Finally, there is the feature which concentrates upon direct advertising. Although succeeding in directing attention to the sponsor and selecting its audience among the potential buying class, this method lacks the first quality, namely, the winning of favorable attention.

In considering more specifically the nature of the feature and how it is planned and staged in the broadcasting studio, we find seven further qualities necessary to successful commercial broadcasting features if they are to attain our three main objectives. These are taken from "Using Radio in Sales Promotion" (McGraw-Hill, 1927), a book dealing with every phase of commercial radio broadcasting. These seven qualities are: (1) Attention-compelling power; (2) continuity; (3) distinctiveness; (4) fitness in relation to the concern presenting the program; (5) adaptability to the station's general character; (6) degree and manner in which it directs attention to the sponsor; (7) its acceptability to the radio audience.

Attention-compelling power is an obvious necessity which is drilled into the advertising man throughout his entire experience with printed copy. A feature may be pleasing without having attention-compelling power, and, therefore, fail to excite the listener's interest to a degree sufficient to make a lasting impression. The impression of a feature must be sufficiently well implanted in the mind if it is to be called up whenever the sponsor's name, or that of his product, is flashed before the listener's mind when he is actually buying. On the other hand, if the program is planned with only attention-compelling power as its objective, it may fail also because the sponsor's name and goodwill are completely overshadowed by the fame and skill of the artists presented.

CONTINUITY is concentration upon a definite form of presentation. Continuity is necessary in order that listeners may become habitual followers of a feature. Continuity does not offer any impediment to program diversity. It only implies the unfailing possession of some one selected factor which gives the feature identity. This may take the form of an outstanding character acting as interlocutor or announcer who contributes the definite and continued personality to the feature. Roxy is a shining ex-

ample of a personality contributing this form of continuity. Continuity may also be attained by using the same group of artists who constitute themselves as a radio stock company. The A. & P. Gypsies and the Happiness Boys have built up definite images in the minds of the audience which make habitual listeners of those who enjoy programs of these types. To capitalize continuity, a feature must be broadcast regularly at a definite hour each week through the same station or stations

The fitting of a program to the character of the sponsor is sometimes a comparatively easy process, and sometimes one of great difficulty. The Cadillac Motor Car Company used a symphony orchestra of unusually fine broadcasting quality to introduce its LaSalle car. The Radiotrons is a popular vaudeville feature with the broadest possible appeal, and therefore well adapted to promoting a product of broad selling appeal. Atwater Kent Hours, on the other hand, cater principally to the most discriminating tastes, while the product sponsored is a quantity production radio set with the most highly diffused market.

FEATURE must also be adapted to A FEATURE must also be added the habitual audience of the station through which it is broadcast, because many listeners tune into their favorite station in preference to all others. The favorite station is the one giving the loudest signal which has acceptable program standards. Occasionally one hears by chance a classical program broadcast by a jazz advertising station. It does not please the habitual audience of such a station, and those not tuning to the station regularly find such a feature only by chance. The definite character of by chance. The definite character of stations will become more and more marked as the art advances, but, as conditions exist today, there are hundreds of programs being snonsored by advertisers through stations totally unfitted to reach their particular buying class, and hundreds more totally unsuited to the tastes of that particular station's audience.

The method of directing attention to the sponsor is one of the most important phases of successful commercial broadcasting because it affords a means by which evidence of the value of broadcasting is obtained. The oldfashioned method of begging for letters in order to estimate reaction has so thoroughly sickened the radio audience that its effectiveness is limited to the natural born letter writer and catalogue seeker. Although the effort to obligate the listener to write the sponsor of a feature with comment on his program is naturally resented, listeners, on the other hand, are quite willing to call a feature by its coined name, even though that is also the name of a trade-marked product. The features most successful in winning

attention to the sponsor are those in which the artists themselves are indelibly associated with the product's name. The Happiness Boys, the Gold Dust Twins and the Smith Brothers have become household words in the homes of broadcast listeners. But when artists of such prominence are so used that their names overshadow that of the feature, the penalty of divided good-will return is thereby invited.

ONCE the value and usefulness of the medium is established, the necessity for securing direct response from the listening audience by means of letters will disappear and the radio audience will appreciate the fact that it is no longer dunned for mail. In the meanwhile, the most effective method of winning audience response is by the offer of printed material which is of real service to the listener. The Metropolitan Life Insurance Company's setting-up exercises have resulted in 218,600 requests for exercise charts in a period of 21 months. Goodrich's offer of radio logs sent 14,000 persons calling on Goodrich dealers within four days after the first announcement and, within a period of a few months, a total of 600,000 calls were reported. Goodrich also distributed over half a million cross-word

The acceptability of a feature to the listening audience is not only the product of the qualities already discussed, but also a matter of meticulous attention to detail. The radio audience con-centrates its attention upon the single sense of hearing. A feature, otherwise pleasing from every standpoint, may have its good-will value annulled because an affected announcer introduces the artists. Although radio showmanship is an almost undeveloped art, certain obvious principles have been laid down which must be observed if a broadcasting feature is to win good-will. The tolerance of interruptions, of attempts at spontaneous conversation between director and artists, and the hundred and one other evidences of crude radio showmanship are often sufficient to dissolve the good-will of a ten-thousand-dollar feature. But the principal cause of inexpert radio presentation is the tendency of business executives in the sponsoring concern to meddle with the management of the broadcasting feature, and the shortage of imaginative and courageous program directors with sufficient patience and resource to perfeet their program ideas by thorough rehearsal.

As soon as ether conditions are improved by wholesale reduction of the number of broadcasting stations so that the higher grade stations remaining have much larger audiences, new standards of program presentation will be set which will eventually place broadcasting in its category as an important factor in sales promotion.

It pays to be a Capper's Farmer Reader

T pays in dollars and cents—in actual cash.

A farmer invests one dollar in a subscription to Capper's Farmer.

And in return he gets each month a mine of information that may mean hundreds, even thousands, of dollars to him.

Every issue of Capper's Farmer is full of money-making ideas—practical suggestions for making a farm more profitable.

This service has grown to such proportions, in fact, that Capper's Farmer established a special department called "Cash Contents." This lists all the good things in Capper's Furmer that will help the farmer make money.

Run down the list of "Cash Contents" in the May issue and you'll find articles on such varied subjects as beef raising, building, crops, hogs, mechanics, poultry. All written by practical farmers for practical

farmers—designed to save money and make money.

Such service gets ready response from subscribers. One recent article alone—on a new method of feeding baby chicks—brought 29,000 replies.

No other farm paper can equal Capper's Farmer's record in the way of financial service. None can show so real a hookup with the pocketbooks of its readers.

Its influence with its readers is enormous. 815,000 Middlewestern farmers turn to Capper's Farmer for information on how to spend money wisely.

It pays to be a Capper's Farmer reader. What better medium then, could an advertiser pick for his message to these people than Capper's Farmer? It covers a section of the country that is predominantly rural and renders a service to the farmers of this rich section based on close, personal contact—a service which cannot be equaled by national farm papers originating in the east.

M. L. CROWTHER

Advertising Manager Graybar Building, New York City

Sell this Territory thru

apper's F

farmer

Circulation 815,000

Published at Topeka, Kansas, by Arthur Capper

THE MIDRIFF OF THE WORLD IN THE MIDWEST

The 8pt. Page Odds Bodkins

NENT the item which appeared on this page recently extolling the Lidea of keeping one's thinking simple and sticking to one's simple conceptions, Corinne Wells writes me a little human interest story about one of the boys who have been featured in the news lately as publishing the newspaper at Tuxedo, New York.

paper at Tuxedo, New York.

"One of my friends was driving through Tuxedo recently," she writes, "and stopped at a drug store for a soda. While she sat there a good looking little chap came in and asked the soda clerk for half a milk shake. The clerk said he couldn't sell half a milk shake. The boy said he only had money enough for half and that was all he wanted. The clerk said he would give him a full glass and charge the rest. The boy said no, he only wanted half and he wanted to pay cash.

"The clerk said he wasn't allowed to sell half. The boy told him that wasn't true; that it was against the law for a store-keeper to refuse to sell anything a person had money to pay for, and he had money to pay for a half portion of milk shake.

"The clerk said he would charge the rest to his father. The boy said, 'No.' Then the clerk looked out at the curb and saw a big limousine standing there and said he would charge the other half to the chauffeur. But the boy insisted, and the clerk persisted in saying no. Finally the chauffeur came in. After he had heard the argument he suggested that the clerk give them a whole glass and they would each drink half and pay their share—which they did.

"After they had gone the druggist told my friend that the lad was one of the boys who edited the paper and his father was one of the richest men in Tuxedo!"

That boy will get there. He knows what he wants, and sticks to his simple conceptions.

–8-pt.–

The New York Employing Printers Association is sending out to large buyers of printing a book, "How to Buy Printing Profitably," which would seem to be a very worth while text. It is truly argued that because it is made to order, printing is actually bought before it is produced, and that too much of it is bought as a mere commodity consisting of paper and ink, whereas it should be bought more as service. The book relates a number of instances in which buyers have obtained lower costs or better printing for the same cost, through a willingness to let the printer participate in preparing the specifications.

Good common sense. True craftsmanship in printing begins with the planning of the job, and the buyer who calls in the printer when the planning is being done usually gets considerable craftsmanship for nothing, for it costs nothing for consultation, even with the best printers.

-8-pt.-

The letter carrier brings me this morning a letter on the heading of a prominent metropolitan advertising agency, and signed by one of the principals of the company, which beneath its delightful irony has a certain disturbing pertinency.

turbing pertinency.

DEAR MR. BODKINS:

I am immensely interested in advertising, which I understand from the advertising magazines is really becoming more of a profession than a business.

But I am very puzzled about one of its phases, which perhaps one of your clever readers can explain to me.

Is it true, or rather is it possible that all of those colored shingle advertisements are put out by the same manufacturing company, or by the same advertising agency, or by the same artist?

Is there any difference between the products and the companies, and does the same artists really do them all under different signatures?"

Or is it possible that the magazines keep one standard advertisement set for all lino-leum and shingle people and change the name each week to the chosen name of the highest bidder?

---8-pt.-

Having explored Egypt and other sections east of the sun and west of the moon, Jesse Neal is back, looking fit. I shall lure him out to lunch and listen to the tale of his peregrinations.

-8 pt.-

The Boston Insurance Company is to be congratulated on its series of pioneer automobile insurance advertisements, one of which I reproduce in reduced size:



Boston Insurance Company Old Colony Insurance Company Boston, Massachusetts

Truth in illustration; a wisely handled caption which gets across the message whether the rest of the advertisement is read or not; perfect balance of tone in text and illustration and signature that is rarely achieved in so black an advertisement.



Sara Birchall must have had another sleepless night, for I found this on her desk when I called on her this morning:

THE PRESIDENT'S CAMPAIGN

Sing a song of advertising Made to please the hoss, Four-and-twenty-thousand dollars Thrown for a loss.
When the sales were counted,
They weren't a hill o' beans,
But the boss saw his picture In a lot of magazines!

"From its advertisements much may be learned of a nation's characteristics and habits of thought," says Aldous Huxley in "Jesting Pilate." And then goes on to marshal an anthology of advertisements from Indian papers, magazines, and medical catalogs, several from the Cawnpore Congress Guide, an official publication intended for the use of delegates and interested visitors to India. Here are some samples:

some samples:

Beget a son and Be Happy by using the SON BIRTH PILLS, my special secret Hindu Shastrick preparation, according to directions. Ladies who have given birth to daughters only WILL SURELY HAVE SONS NEXT, and those who have sons MUST HAVE MALE ISSUES ONCE AGAIN by the Grace of God. Fortunate persons desirous of begetting sons are bringing this marvellous Something into use for brightening their dark homes and making their lives worth their living. It is very efficacious and knows no failure. Self praise is no recommendation. Try and be convinced. But if you apply, mentioning this publication, with full history of your case, along with a consultation fee of Rupees Ten (Foreign one guinea) only giving your "Word of Honour" to give a SUITABLE REWARD (naming the amount) according to your means and position in life, just on the accomplishment of your desire in due course of time, you can have the same Free. ABSOLUTELY FREE. Act immediately, for this FREE OFFER may not remain open indefinitely.

Here are some pleasing Hair-oil advertisements from various sources.

"Dr. — 's Scented Almond Oil. Best preparation to be used as hair-oil for men, who do mental work. The effects of almond oil on brain are known to everybody." "Jabukusum is a pure vegetable oil, to which medicinal ingredients and the perfume have been added to prevent all affectations (sic) of the hair and the brain."

I wonder that some of our own drug specialties haven't been advertised as hair oil for brain workers! Almost everything else seems to have been thought of.

MILWAUKEE-First City in Diversity of Industry!



Demonstrating the Merit of Asbestos Shingles to Milwaukee Home Owners

Johns-Manville Sales Climb to the Roof in Milwaukee!

A SALES coup for Johns-Manville! The company launched a nation-wide drive on asbestos shingles in 1924. As always, the rich Milwaukee-Wisconsin market presented a sales opportunity offered by no other great metropolitan area. And like the most successful advertisers in all lines, Johns-Manville decided to concentrate the entire appropriation here in one newspaper alone—The Milwaukee Journal—for a maximum volume of business at one low cost per sale. The effect was immediate; 1924 ended as the biggest asbestos shingle sales year in the history of the Milwaukee branch.

167% Sales Increase in Two Years!

Again in 1925 Johns-Manville advertised exclusively in The Journal. Sales for that year were 82 per cent greater than in 1924. With advertising continuing exclusively in

The Journal in 1926, sales continued to climb—exceeding the 1925 record by 85 per cent! And in the first three months of 1927 asbestos shingle sales more than doubled the 1926 record for the same period!

Sell Your Product Through The Journal

The remarkably stable prosperity of Milwaukee as the first American city in diversity of industry and of Wisconsin as first state in value of dairy products is making unusual sales records for advertisers of all kinds of products from building materials to breakfast foods. And they build business at one low advertising cost per sale because only one newspaper is needed here. The Journal is read regularly by more than four out of every five families in Greater Milwaukee and in the better class homes throughout Wisconsin. Concentrate in The Journal alone for best results.

THE MILWAUKEE JOURNAL

WISCONSIN-First State in Value of Dairy Products!

What Shall the "Foreign Corporation" Do?

[CONTINUED FROM PAGE 27]

gardless of the size of the corporation or the volume of business done. With seven others, while the annual fee varies with capital or volume of business during the preceding year, the fees are so light as not to become burdensome. With the others, which include most of the States commercially important, the annual exaction mounts higher, rising occasionally to totals that compel the corporation to weigh costs against benefits. Where the levy is solely on net earnings (income tax), decision is easy. No earnings, no tax. The States, however, view foreign corporations as green fields for the tax gatherer, rather than with an idealist's sense of equity.

THE annual excise, therefore, is apt to THE annual excise, increase, a appropriate properties a propercapital stock, or upon such a proportion of the total capital as the individual State bears to that total. determining this ratio, the States have worked out half a dozen methods. These methods favor the States. Their unfairness to the corporation may be seen in the observation of the comptroller of one of our largest corporations when he states:

There's an old axiom in algebra that the whole is qual to the sum of its parts, but that axiom doesn't hold when the States get after a corporation. Each of them calculates the portion of capital used in its borders; but, for our corporation, the aggregate as figured by thirty-five of the States is over twice the actual amount we have, with nothing allowed for the other States or for our over-seas business.

The corporation of large capital suffers. Even no-par stock does not save them, for the reason that many States have legislated that, for purposes of this tax, no-par shares shall be assumed to be of the value of \$100 each! In those States where ratios are applied, a common basis is to figure the proportion of property owned and used within the State in relation to the total of this item for the corporation. In this manner, if a corporation owns a huilding in Chicago, for example, its initial and its annual assessment will be far more than if it leases the same building from another party. In both cases, the gross volume in Illinois would be the same. The tax would vary greatly, because the calculation of that tax rests on property owned in the

If a corporation with large capital, enters a high-cost State, its fees may be unduly heavy in relation to business there done. It is a matter of record that one of the largest chewing gum manufacturers was compelled to pay more taxes in New York State than the entire net income within New due entirely to the fact that he had a large proportion of assets in that State. Another corporation in one State where the company was domesticated, the minimum tax was based on the authorized capital stock, whether issued or not. Cancellation of an old issue that had been authorized, but which had been retired, reduced the company's tax liability in proportion to the stock cancelled.

For a corporation doing all its business in one State segregation of assets is not essential. No need arises. When that same corporation does business in more than one State, the tax of some of them will be based on the proportion of assets within those States. Other States base their tax on the income derived from local business. Questions of segregation of assets, volume, income, may save or cost the corporation

goodly sums.

To illustrate: If a State levies on volume of business, that basis can be applied only to transactions wholly within the State. Suppose, during the year, the corporation has one or two unusually large transactions in that State. It is a simple matter to lift these entirely from the office within that State, handle them from the home office with shipment and invoicing, and all else, strictly interstate in nature. The corporation gets the business, makes the profit; yet these large items are bodily lifted from "transactions within the State" and may be so segregated as to lessen materially the payment of taxes. Similarly, bills receivable and accounts receivable may be so segregated as to reduce the proportion of assets within a given State.

HE corporation, after domesticating, I should know how to compute the tax for each State. If the States are allowed to have their way a rough-andready calculation may work hardship on the corporation. The usual prac-tice is not that of tracing each item to its source, but the State snatches the entire income or the entire assets of the corporation and then assumes, arbitrarily, that a certain ratio of the whole is to be found in that State. Only by segregation of items, and aggressive accounting, can the corporation be prepared to get due relief. The procedure may sound complicated, but it is a mere nothing compared to the in-tricacies of the Federal income ac-

A favorite method to avoid high levies is to incorporate a subsidiary to manage the business within a particular State. This local corporation is, of course, liable to the State's usual fees, as a domestic corporation, but these apply to its lower capitalization rather than to the higher capitalization of the parent concern. The fees, in a word, come from the brackets below \$100,000 instead of those in the millions. Ever so hasty an examination of the fee schedules will indicate that rates mount rapidly as capital rises.

By this method the parent corpora-

tion, for another thing, is shielded from irksome reports and interrogatories. It is saved, in certain cases, the far more embarrasing questions as to infraction of anti-trust laws. Here, again, the

gain may be more apparent than real, for, after such a scheme has been set up, the parent corporation runs amuck of the matter of consolidated returns and similar requirements. The States are fast learning to insert in their revenue bills such clauses as: "The tax commission is authorized to call on any corporation . . . for a special report or reports, at any time, as to its financial condition."

The primary difficulty lies deeper. Commerce has no regard for surveyors' marks. States lines do not control business. Sooner or later the local cor-poration will itself transgress that slender line that demarks "interstate" from "domestic." It runs precisely the same risks that the parent corporation does. Complications thereupon increase. The local corporation, formed for the sake of avoiding taxes and penalties, itself becomes liable to identical punishment. The home office then is burdened with intricate and complicated manipulation of local corporations, inter-corporate dealings, etc. As a matter of fact, corporations doing a nation-wide business tend to straddle. For most States they qualify the parent corporation. Then, for a few States where fees are excessive in view of their own business, they incorporate local subsidiaries, which smaller concerns usually do not confine themselves to the single State but cover also the natural trade territory thereabouts, being careful to keep "interstate in character" all business of the territory outside the single State.

The important thing is to obey the law. The law of foreign corporations is so complicated that legal help is necded, especially as this phase of business is barely touched upon by the aids known as "Business Law for the Layman," "Be Your Own Lawyer," and

MANY attorneys are not aware of the new importance of foreign corporation requirements. For their aid The Corporation Trust Company, of New York, is available. This company, although its name suggests a bank, does nothing else than represent business corporations in a statutory capacity. It prepares and files qualification papers; it furnishes the statutory agent for service process, and its principal assets is the possession of experience and knowledge arising from serving 10,000 corporations in this manner. This experience becomes valuable in unexpected ways. One of the chief of these is that it knows which States do and which do not enforce certain clauses in their laws, which clauses are under contest in some suit, etc. This is a vital matter and one which saves an attorney the confusion of complying needlessly with statutes as they appear in the books. Services of The Corporation Trust Company are not, however, available to the business con-



Building Circulation In the Strongest Marketing Areas

180 metropolitan newspapers in the 127 key marketing cities, shown on the map, have carried SMART SET advertising since the January issue. Circulation booms along.

And, most important of all, this circulation is in the right places, in your strongest marketing areas, in the strategic points where the greatest volume of business is done, where people earn and spend the most money.

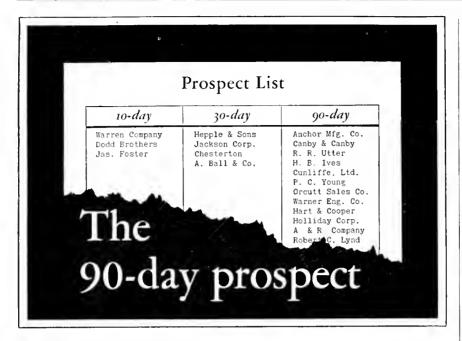
That's why SMART SET produces sales at the lowest cost for such an astonishing number of advertisers.

Edited "for the 4,000,000 not the 400," SMART SET reaches the younger buying element, buyers for the next 40 years, in your most logical marketing centers throughout the country.



CMART SET

R. E. BERLIN, Business Manager 119 West 40th St., New York Chicago Adv. Office, 360 N. Michigan Ave.



Every salesman, consciously or unconsciously, classifies his prospects. He may rate them as 10-day, 30-day or 90-day prospects, according to their possibilities or according to his ability to call upon them.

The 90-day prospect is the neglected prospect. Yet, he is largest in numbers and his total business is desirable. He is the logical prospect for organized direct advertising sales effort.

To a discussion of the 90-day prospect, we will bring, at your request, a breadth of experience and a specialized knowledge.

> EVANS-WINTER-HEBB Inc. Detroit 822 Hancock Avenue West



The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both personnel and complete facilities: Marketing Analysis \cdot Plan \cdot Copy \cdot Art \cdot Engraving \cdot Letterpress and Offset Printing \cdot Binding \cdot Mailing

cern directly. It serves only members of the bar.

A second source of aid may be had of Prentice-Hall, Inc., also of New York, who publish a "State Corporation Tax Service" in the loose-leaf manner that has become familiar for income tax purposes. This service aims to give the subscriber a clear, concise outline of the taxes imposed on corporations in each State. In a numbered sequence, an outline gives at a glance the rates and bases of computing various taxes, including summaries under the following heads (so far as they apply to each State): initial taxes, annual taxes, property taxes, what constitutes doing business, requirements for domestication, penalties for failing to comply, discrimination against foreign corporations by the State tax laws, and other matters of interest only to attorneys. Recent court decisions, changes in the law, rulings so far as obtainable, and forms required, are a part of this service.

BOTH the Corporation Trust Company and Prentice-Hall have built up attorney representation in all the State capitals. Both are equipped to remind subscribers of dates when reports fall due, with automatic followups to the corporation that neglects to comply. Both concerns are equipped to steer a corporation through the intricacies of the foreign corporation regulations. The services of the one are, however, open to attorneys only (but through them to business corporations), while the Prentice-Hall Service is available to anyone who subscribes.

A volume of information is soon to be issued through the Ronald Press Company on this same subject, under the title of "Foreign Corporations: Their Regulation by the States." Of this I am myself the guilty author. This will, in no sense, compare with the services just described for its purpose is quite

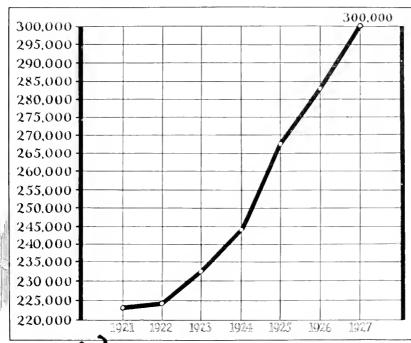
This volume will aim to make avail-

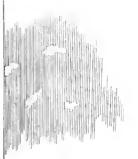
able, in convenient form for business men rather than for the legal profession, the essential requirements of the States over foreign corporations. It is an effort to make reasonably clear the problems of conducting a nation-wide business; to present in a single compilation a digest in tabulated form, of the many requirements and the various fees of the forty-eight States, and to

analyze the nore important features of State regulation. It will furnish the business executive, in readable form, with a rather complete outline of each phase of this business problem. In the book are tabulated digests of taxing dates, penalties for failure to qualify (corporate, as well as individuals who are guilty of neglect), validity and invalidity of contracts, technical regulations for agency designation, each item of initial application, method of valuing no-par stock, each item of the multiplicity of annual reports, together with tabulated digests of all fees and the method of assessing and calculating. The purpose is that of furnishing the business man, in a single compact volume, what has not, heretofore, been available unless he has the time and the inclination to delve his way through

thousands of printed pages.

This is the last of a series of four articles by Mr. Haring on the legal aspect of corporation business. The first appeared in our issue of March 23, 1927.





years' growth of The Sunday Star

 $10^{3}300,000$

 \mathbf{I}^{T} is an unheard-of thing for a city the size of Kansas City to have a paper with 300,000 circulation.

Yet that is the record of The Kansas City Star. It was attained Sunday, April 24.

Another unheard-of thing is that any paper should reach that figure without predating—or as the practice is commonly called, "bulldogging." The Sunday Kansas City Star is not printed Thursday, so as to be on sale at distant points by Saturday. It observes the regular closing hours of the weekday editions and contains late and complete news dispatches to and including Saturday night.

The 300,000 total represents only copies actually circulated and paid for. Pressroom waste, papers used for office purposes, exchanges and the like are always deducted from The Star's circulation statements.

The attainment of 300,000 circulation has another significance. Such circulations do not exist except in key markets. If Kansas City were not the center of a rich empire and if that empire did not look to Kansas City as its metropolis, then a circulation of 300,000 for The Sunday Kansas City Star would be an impossibility.

But the empire is here and the buying power is here and the merchandising opportunity is here—and The Sunday Star, with 300,000 paid circulation, stands ready to serve you.

THE KANSAS CITY STAR

Morning 250,000

Evening 250,000

Sunday 300,000

Weekly 500,000

New York Office, 15 E. 40th Vanderbilt 10172

Chicago Office, 1418 Century Bldg. Wabash 1067



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to you

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Are you breaking into advertising?

Hall's new book—GETTING AHEAD IN ADVERTISING—is a book you will want if you are trying to get a foothold in this field; in fact you will be glad to have a copy if you are already engaged in this work, regardless of how, or where, or at what price.

or at what price.

The book is a meaty little volume of bow to use adverlising and selling ability to your own best advantage; it gives you hundreds of bits of practical experience in making your efforts count. It comes to you FREE with

S. Roland Hall's LIBRARY OF ADVERTISING AND SELLING

4 Vols., 3323 pages, 1090 lilustrations, fexible binding, \$1.50 in 16 days and \$2.00 monthly.

\$2.00 monthly.

This is the indispensable advertising and selling reference and home-study set. Hundreds of men and women are using it to push themselves ahead. Hundreds of experts in all branches of marketing hava it handy for reference. Agencies throughout the country have these books in their libraries. Colleges and universities use the books as texts. If you're in advertising, or selling, or sary branch of marketing, don't be without the good this set can bring you.

\$20 worth of books for \$17.50 Only 7 cents a day

The big, well-paying jobs call for men with all-around knowledge of the entire seiling business—advertising, personal salesmanship, planning, managing, etc. Add to your own experience a working command of the principles and methods that have been proved in the experiences of the most successful seiling organizations. You get them—hundreds of them—in this great set.

Examine for 10 days FREE No money down Small monthly payments

Try the set for yourself. Examine it at our expense. If you like it, keep it; if you on't, send it back, it has helped and is helping others. There's personal wisdom in seeing, at least, what it can do for you.

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McGraw-Hill Book Company, Inc.
370 Seventh Avenue, New York
You may send me the HALL LIBRARY OF
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APPERCIAING AND SELLANG for ten days free examination.

If the books are satisfactory, I will send \$1.50 in ten days and \$2 a month until your anneals need of \$1.750 has been paid. With

\$1.50 in ten days and \$2 a month until your
special price of \$17.50 has been paid. With
the Library I am to receive a free copy of
Hall's OETTING AHEAD IN ADVERTISING
AND SELLINO. If not wanted, I will write
you for shipping instructions,
Name

Address
Position
Compony
A. F. 5-18-27

Everybody's Business

[CONTINUED FROM PAGE 5]

ployed. He estimated that he had given at least 100 hours of attention to all of the matters concerned with his trading operations. On looking over his books, he was astonished to find that if he had held on to the first three stocks he bought and never made another trade all year, his profit for the period would have been nearly \$6,000, or more than twice what it was. He would have had less worry and a release of much time to employ with profit in his regular business or some other interesting line of activity.

OUT of all this has developed the fact that while our customs, facilities and environment are changing with lightning speed, we are not at all able to adjust our mental and physical selves to the great transformations all about us. There are no flights of thought reached today that surpass those of our forefathers. No plays are more subtle than those of Shakespeare. No book contains more wisdom than that of Job. No expressions concerning human conduct are more useful and practical than those of Franklin. The wisest of our present leaders would have difficulty in formulating a basis of government equal to that set forth in our original Constitution.

For a number of years we have been enjoying a period of record "good times," and we should not forget that "those who consider in prosperity, will be less afflicted in adversity." We will again repeat most of the mistakes that were made in the past. In the lives of many will be dark hours when plans will be laid to get money without earning it. Hundreds of millions of dollars have been tied up recently in all kinds of unproductive investments from idle land to watered stock in dozens of consolidations. Graft is rampant and the pursuit of fortune is as keen as ever with little or no improvement in the ethics employed. Vaults overflowing with gold and reformed banking laws will not make prosperity safe from the effects of that most primitive and uncontrolled force, man's natural self.

We have widened our viewpoint, largely surmounted the wall of resistance to innovation, snapped the chains of precedent, and established a new mental freedom that questions everything from the fundamentals of religion to current practices in economics and industry. But still that most law-less of all things, the human mind, which can completely reverse itself in the fraction of a second, renders it impossible for anyone to draw an accurate picture of tomorrow's conditions. It now appears that there is no last word to be said on any subject. We are even wondering if there is sense in our present ideas of conservation of resources because the things saved will probably not be needed by our children's children as a result of radical changes in life. In conformity with this thought we are told that we should be guided in our business operations not by what is theoretically possible, but by what is economically justified.

Forty million of our people do not belong to any church, and most of them never attend any form of religious service. Atheist societies have been or-

Getting Student Trade Is Mainly a Matter of Knowing How

Advertisers require authentic and late information in order to keep pace with the remarkable growth of national advertising in student publications.

"The Collegiate Salesman," now is sued monthly, has been enlarged both in size and scope. In addition to the most complete lists to be found anywhere, it contains specialized information of value to anyone interested in the college market.

Unless you consult it regularly you cannot keep in touch with the latest developments in the college field.

If you are not getting "The Collegiate Salesman" regularly let us know and we will gladly place you on the mailing list without charge.



Collegiate Special Advertising Agency, Inc.

503 Fifth Ave., New York 612 North Michigan Ave., Chicago



New England's Second Largest Market

Good Company

We believe the value of an advertisement is greatly increased when it appears in company with other clean, honest and unquestionable advertising.

We exercise as rigid censorship over our advertising columns as we do the news. To conform to our policies, we refuse many thousands of dollars worth of advertising each year.

It is gratifying to us that advertisers who desire good company are constantly increasing their space in Rhode Island's great newspapers,

The Providence Journal

a n d

The Evening Bulletin

Providence Journal Company Providence, R. I.

Representatives

Chas. H. Eddy Company Boston New York Chicago

R. J. Bidwell Company San Francisco Los Angeles Seattle ganized in 20 of our greatest universities, and a national association has been legally chartered and is now operating with the avowed purpose of destroying every form of religion. A few years ago the trust was a target for the politician, and the forces of government were opposed to large units in business. Now the swing is in the other direction, and research has become such an irresistible force in the hands of powerful aggregations that the road is very rough for the little fellows.

Today is a time for cautious and conservative action. Stability of profits, even if they are small, should be given precedence over speculative operations that will not stand up under the sting of adversity. Eventually there will come a day of reckoning—a period of readjustment. Fear will supplant confidence, and people in many industries will wonder how they could have been so foolish as to give all thought to building fast and high without directing first attention to the character of the foundation. The more of us who get this thought into our systems and keep it there, the longer it will be before we will have to face the next period of unemployment and business distress.

And before long, science, which has made such a great success in pushing us ahead so rapidly in material fields, will have to lend the same willing and effective hand in the modernization of economics, politics and man's human nature

Yours Received—

[CONTINUED FROM PAGE 22]

personal manner. The form letter system we use in our department encompasses every general subject pertaining to our work in its relation to customers and prospects. Subjects are covered not only by one letter but usually by three or four and occasionally by twenty to thirty. Each letter in any classification is totally different from the others, yet each touches on some important phase of the subject, and has a key designation.

a key designation.

At this writing we are covering thirty-one different subjects pertaining to advertising, merchandising and merchandise, with 223 different letters. Quite a comprehensive list, and one which should allow us to answer a volume of correspondence with a minimum expenditure of time. My secretary and stenographer can answer many letters from this book without the necessity of consulting me at all; if I wish to use an indexed letter, my stenographer is given the proper instructions on a special form. If slight changes are necessary to make the letter exactly right for its job, the desired revisions are noted on the instruction form given to the stenographer.

We find that some one of these letters—or parts of several of them combined—make an intelligent, interesting reply to fully 80 per cent of our department correspondence. With the form letter book answering 80 per cent, personal dictation is required for only 20 per cent and you can realize the time saved and the opportunity afforded to put greater thought and care into letters of a special nature.

But there are several things about an

extensive form letter system which nust be carefully watched if the sysem is to operate successfully and inswer the purpose for which it is

ntended.

First of all, it is necessary constantly o add fresh timber to the form letter tructure. Some letters may be used ffectively for certain purposes until he last trump sounds. But epistles with this quality of permanency are in he great minority. The average gen-ral letter if properly planned and contructed may serve well for a year—arely longer. Some letters prove inefective from birth, and these should ravel the waste basket way as soon as reakness manifests itself. Others wear ut and they must be replaced or re-uvenated, else they will clog the ystem.

OUR form letters are never form letters in appearance. All are indiidually typed and changed if necessary p apply directly to the particular man r firm we are writing to. All are pen

r firm we are writing to. All are penigned by myself or my assistants. The same letter cannot go to the ame individual or firm twice. We have very complete visible record system. very dealer on our lists is recorded and every form letter written, with ate of mailing and description of enosures, if any, shows by key designation and notations on the dealer's card. Then my stenographer receives in when my stenographer receives incructions to write form letter NA-2 to ealer Ralph Benter of Sulphur, kla., she checks Mr. Benter's visible second card. If he has never received tter NA-2, well and good; if the record shows NA-2 has been written to im hefore, I am so advised and make substitution or write Mr. Benter a ersonally dictated letter. We mail out n an average of twenty-five form leters a day on one subject or another, ut there is never a duplication. Classifications such as Inquiry Fol-

w-up include several connected series form letters, which are autoatically mailed at two week intervals prospective dealers who have insired about the J. P. Smith lines. A paratelist of these inquirers is maintined and a periodical check made on the results of our letters. Last season the Inquiry Follow-up letters alone rought us eighteen new accounts. of a bad showing, at all!

We get inquiries on our merchandise om many sources. Inquiries are alays handled the same day they are eceived. Here's a brief outline of how seeived. Here's a brief outline of now e do it: Mr. Jebil Frank of Cody, yo., writes in that he'd like to et eatalogues of our shoes. Mr. rank's letter goes immediately to one my assistants who notes thereon: 1) other dealers now handling our nes at Cody; (2) what lines they are andling; (3) when they last boughtnoes from us and (4) Bradstreet ratnoes from us and (4) Bradstreet ratg of Mr. Frank.

If the prospect is not rated at all we sually send a letter and catalogues at do not go further, as we have found nat unrated dealers are not good prosects for shoes retailing at from \$10

\$12.

We will assume here that Mr. Frank well rated. The next step then is to etermine from the activity of other ealers in his town and the shoes they re buying from us, whether to attempt o sell Mr. Frank shoes branded with ar trademark, or unbranded merchan-

how tempus does fugit—in 1922 there was no Sunday **Detroit Times** at all—and now we print a six months P.O. statement showing an average of 326,875, while the March average was 337,520 and April will be even higher.

Button of's Column

In which will **T** be told stories of direct-mail campaigns he has created.



D. M. Most Logical for the E.S.

NEW YORK has many exclusive shops that are known only to a very select clientele. They do not occupy street level locations, nor do they broadcast their wares in general advertising; yet to those who can afford what they have to offer the names are as well known as the popular priced department stores are to the multitude.

Edmond Frisch of Fifth Avenue has, since 1912, been successfully conducting just such a shop. He deals in the finest of gems. He can show diamonds, pearls, emeralds, and other precious stones valued at figures ranging from a few thousand to as high as ninety thousand dollars each-not especially due to size but to their rarity and perfection. There are so few people who can afford to shop in such "stores" that direct mail is the most logical means of bringing their offerings to the attention of

A very interesting piece is about to be placed in the mail, portraying a few exceptional gems that may be had at this time. There is no bargain appeal in this campaign as the recipient will be of the type who considers price secondary to quality. The stones are reproduced in the presentation in full colors.

A few additional copies of this mailing piece have been retained. We shall be glad to forward a copy to those who may be interested.

SWEETLAND ADVERTISING INCORPORATED

DIRECT MAIL CAMPAIGNS 25 WEST 44th ST. NEW YORK

dise. The handling of branded merchandise is confined to one dealer only in towns and cities of less than 75,000; so our method of follow-up must be governed entirely by our present connections in any particular place.

If Mr. Frank asks about trademarked shoes (either Reed or Smith Smart Shoes) and we already have an exclu-sive agency for these lines in Cody—we write him, explaining our policy and suggesting that he buy unbranded shoes. The follow-up on unbranded shoes includes three special letters and a four-color mailing piece.

But if Cody happens to be an open town we go after the well rated Mr. Frank as a desirable prospect for the agency franchise. The agency franchise follow-up consists of four special letters and two mailing pieces; the six pieces are mailed at intervals of two

And this is not all by any means. The minute we decide that Mr. Frank is a worthy prospect, we send the salesman who covers Cody, Wyo., our Inquiry Notification form (Form Q). This form is filled out in duplicate. We set in one conventioned to the prospection. retain one copy attached to the prospect's letter. When the salesman receives the notification, he makes the necessary notations on the stub at the bottom and returns the stub to us, keeping the upper part for personal reference. The Inquiry Notification blanks—stub and upper—are numbered so that when stub No. 419 is returned we simply find duplicate No. 419 in our files and the record is complete.

WE allow salesmen two weeks to return stubs. After that we consider stubs A. W. O. L. and send out the reserves to bring them in. But we have little use for the reserves; our salesmen are gratifyingly businesslike these inquiries and prompt to fill out the stub and return it.

We respect our salesmen's wishes in regard to the use of the follow-up campaign to any prospect in the salesman's territory, and we do not add any prospect to our regular mailing lists un-less such action is approved by the salesman. Our men know their territories thoroughly; they are much better qualified than any individual at the factory to determine whether or not a prospect is of the kind we want.

If the salesman instructs us to add Mr. Frank's name to the mailing list we do so-and then Mr. Frank receives from fifteen to thirty direct mail solicitations during the year, besides the special follow-up of six pieces concentrated in a period of twelve weeks.

All inquiries, salesmen's notations and results of previous follow-up are checked at the end of every season. Mr. Frank goes on our regular mailing list, he can stay there for three seasons without buying; but at the end of that Unlike some time he is taken off. others, we do not believe it is good judgment to retain a prospect on a mailing list indefinitely. If a prospect can't be persuaded in a year and a half that J. P. Smith Shoes are shoes he should have, then we consider him quite dead -and we bury him without ceremonies.

Frequently we receive inquiries from the ultimate consumer, and these require still another type of follow-up. We do not ever sell J. P. Smith Shoes to the consumer. If we have a regular dealer or prospect in the town we write the consumer to that effect and ask

"ARLINGTON OPERATED"

Hotel



Broadway, 73rd to 74th Sts. NEW YORK CITY

12 minutes from Penn. and Grand Central Stations. minutes to Theatres and Shopping District.

1260 ROOMS

(ALL OUTSIDE)

New York's most complete hotel. Everything for comfort and convenience of our guests.

TWO RESTAURANTS

Open from 6:30 A. M. until mldnight

Music-Dancing 2 Radio Orchestras Ladies' Turkish Bath Beauty Parlor—Drug Store Barber Shop Stock Broker's Office All in the Ansonia Hotel

TRANSIENT RATES

300 Rooms and Bath, \$3.50 per day
Large double Rooms, twin beds, Bath,
\$6.00 per day
Parlor, Bedroom and Bath (2 persons),
\$7.00 per day

Special Weekly and Monthly Rates

restful hotel—away from all the noise and "dirt" of the "Roaring Forties." No coal smoke, our steam plant equipped oil fuel. Coolest hotel in New York in Summer.

${ m The}$

In Conjunction with The Hotels Marseilles, Anderson Richmond and Cosmopolitan

"ARLINGTON OPERATED"

The Lillibridge Viewpoint

Number Thirteen

Issued by Ray D. Lillibridge Incorporated

New York

Rocking Chair Advertising

REDERICK L. Collins tells a story about Irvin Cobb and an old southern darky that is no fish story, though it has to do with that piscatorial pastime.

One morning after a hard rainstorm Cobb was walking along a road in southern Georgia when he came upon an old negro, Henry by name, who was sitting in an easy chair by his kitchen door, fishing in a puddle of water.

"Henry, you old fool," said Cobb, "what are you doing there?"

"Boss," said Henry, "I'se jes' fishin' a little."

"Well, don't you know there are no fish there?" demanded Cobb.

"Yes, suh," said Henry, "I knows dat but dis yere place is so *handy!*"

§ § §

The handiness of places and the handiness of methods and the handiness of mediums is responsible for much waste in advertising. It is this handiness that creates what might be termed "rocking chair advertising."

It takes energy to hunt out markets and carry the product to them.

It takes nerve to turn one's back on the easy, conventional methods and develop a marketing method particularly suited to the product or proposition one has to sell.

It sometimes takes resolution amounting almost to courage to recommend appropriate mediums, without reference to commissions.

But it is this kind of advertising that produces results.

Too Small to Advertise?

WE HOLD that no business is too small to progress. In nearly every case there are certain promotion steps a business can take, without attempting to enter upon a broad campaign of "general" advertising steps that would carry the business forward faster, put it in better relation to its competition, and line it up for more rapid progress as its growth justifies larger expenditures.

We believe our "objective" method of developing an advertising program and our "Fee-and-Budget System" will commend themselves to the heads of such businesses. Bulletins on these subjects will be sent free on request.

A New Way of Living

On October first next, certain New York families will acquire the address: 763 Fifth Avenue, at 59th Street. They will live in residence-apartments, proportioned to private-house luxury and furnished with their own treasures. Some will live high in a soaring tower, far above the welter of the streets, commanding this whole metropolitan empire-north, east, south and west . . . Sherry domestics will care for their apartments. Sherry food will be served in their dining-rooms. Sherry butlers will become their butlers, Sherry valets and ladies'-maids their personal attendants . . . What an ideal scheme of things! One is free to stay or flit—Europe, Palm Beach, Long Island. Yet one's perfect household goes on forever . . . There are economic advantages,

too. No permanent staff to maintain. No service-quarter rent to pay. Seven rooms supplant twice the number . . . The Sherry-Netherland is a tower of residence-apartments with Sherry service. It is more than a place to live; it is a way of living. Occupancy, October first. For rates and information, apply to the renting office. Sherry-Netherland Corporation, William C. Warren, renting manager; telephone, Regent 7272.

§ § §

So runs the copy for the first magazine advertisement for The Sherry-Netherland, newest Lillibridge client. A new way of living, offered in 187 words.

The Scientific Approach

The best authorities are agreed that the first step toward advertising should always be to determine the facts and to isolate the problems.

Sometimes, the facts exist in the experience of the account executives and the clients.

Sometimes, the facts must be dug out. More often they come from both sources.

The Lillibridge method differs only in that it goes deeper, and with more scientific exactness. Therefore, no research department, as such, is maintained.

Preliminary and high-spot surveys are made by Lillibridge executives themselves.

Exhaustive surveys are made through selected outside affiliations.

These surveys are continued until the following six questions can be answered with knowledge and proof:

I. What are we selling? (Facts about

the product, its performance, its uses, its benefits.)

- 2. Whom are we selling? (Facts about the consumers.)
- 3. Where are we selling? (Facts about the markets.)
- 4. How much should we sell? (Facts on which to base quotas or objectives.)
- 5. What are we selling against? (Facts about the resistances.)
- 6. How are we selling? (Facts as to how the sale must be accomplished.)

Scientific marketing is not a matter of slide rules and decimal points; it is a habit of mind, a method of working, based on an appreciation of the value of facts and the common sense to get them without getting lost in the mechanics of the getting.

Products that Talk

Every product of quality has personality—distinctive characteristics which individualize it. And yet the personality of many products is never really known.

Too often the homely but vital facts which every buyer wants to know about a product remain in the sales department of the manufacturer as "things which wouldn't interest the public."

Making products "talk"—telling the public "those things that wouldn't interest it" has been our business for years.

Automobile accessories, vacuum cleaners, electric refrigerators, hotels, pumps, meters, brass products, steamship lines, are a few of those products and services which we have personalized to their publics.

We have a bulletin entitled, "If Your Product Could Talk," which we will gladly send to any interested executive on request.

RAY D. LILLIBRIDGE INCORPORATED

Advertising

NO. 8 WEST 40TH STREET * NEW YORK
Telephone: Longacre 4000

Established in 1899

him to purchase his shoes there; at the same time we notify the dealer, sending him a copy of the inquiry or quoting ts text and suggest that he follow it

ip personally.

If we have no dealer or prospect on our mailing list we select the best shoe store in town as our objective, write the consumer to get his Smith Shoes hrough this dealer and write the lealer the whole story, suggesting that he may be losing sales by overlooking a public preference for J. P. Smith Shoes.

We have about twenty-eight letters nour form book under the Inquiry Follow-up classification and every letters in constant use. That it pays to desclop a system of followup which permits of quick response and overlooks no cossibilities for the opening of new accounts, is sure as shootin'. Our recard of new customers gained through methodical, persistent, interested by mail solicitation is proof enough.

Paris Couturiers Direct Advertising

[CONTINUED FROM PAGE 38]

ship and due to arrive in New York. But others are gracious and give a special Press opening—a scintillating iffair with a smoke barrage from the excellent cigarettes on the tables, with he golden twinkle of flowing champagne and the sparkle of last year's evening gowns. There is a place for every one and every one is in his place, whether from the Press or from a commissionaire (roughly, the commission igent). Large placards on chair and settee hacks indicate who sits there. One notices familiar names: Berkowitz—Schloss—Roditi—Bonwit Teller. Programmes of model names and numers are passed around. Leaves fluter. Voices rise above the melodies of he jazz band issuing harmonies behind palm screen. A stage lights up. All s silent. An assistant vendeuse calls out, "Numero cinq". "Number five. love you". And the mannequin does ner walk and shows you her model; out while your attention is solely upon the first presented another and another and another comes forth, so fast that one is confused, and nothing but concentration ever makes it possible for the poor buyer and the exhausted reporter to take in all the details as to fabric, color, silhouette, new details. If the buyer is one representing a wholesale buyer, details are most important: a new sleeve, a new neck treatment, a new girdle. But if the buyer represents a retail store, the model must be complete in detail, ready in every way for reproduction without modification.

In America we do not use the word "model" as do the French. In Paris, 'model" means the actual garment presented by the mannequin, who is the 'live model" as we term her, that wears he model. As an example of how this erm is confused, I remember remarking to an American visitor that I had seen some 50,000 models in several

N. Y. Agency Wants an Art Director

The Ideal Man for this job is not very easy to find

HE should be impatient with most of art directing as it is done, but patient in getting his people to see it.

He should appreciate that each account is a character on the stage, not just another batch of something to be poured in the same old mould.

Because he can draw a bit he need not feel that he may dispense with ideas. Because he knows artists and can encourage them and, excuse the word, inspire them, he need not feel that the typographical beauty can be given over to a night-shift foreman.

He'll have to know more than two pretty good but sympathetic overseers, but he can run his own department like a ezar.

Such a man would hate to write a letter of application—and we wouldn't expect any "job hunter" to be able to write a satisfactory one.

But the editor of Advertising and Selling will gladly receive suggestions and will only introduce to the advertiser those whose qualifications seem fitting (without mentioning their names at all), so as to protect the good, sensitive soul of the artist on one hand and the privacy of the advertiser on the other.

Address Frederick C. Kendall. Editor
Advertising and Selling
9 East 38th Street
NEW YORK

The book all business is ran serially

Letters to the Publisher

Pollowing its publication in System, The Magazine of Business as a serial, Captains in Conflict was set up for book publication, but before the pages were electrotyped unbound copies, printed from the type, were sent out by the publisher to several hundred business leaders and economists, inviting ers and economists, invitir their correction and criticisms.

Of the avalanche of letters that poured in, less than a dozen were in any sense critical. The excerpts reproduced on this page-only a few of those received-speak for themselves as to how the business men of America feel about this dramatic story which crystallized for the readers of The Magazine of Business the progress of American industry during the past quarter century.

G. C. Miller, President Dodge Manufacturing Corporation

G. C. Miller, President
Dodge Manufacturing Corporation
I have followed this story through
the various issues of "The Magazine
of Business" because of its compelling
interest and in sorte of my aversion to
everything on the installment plan.
The first pages paint a faithful picture
of my own grandfather and his office,
the walnut roll-top desk and the railing, and the man himself. I think the
picture of a certain type of men of
that day is remarkably done. It is
a picture of men who built business
solely on character and kindliness. If
theoole will read "Captains in Conflict"
not only as an interesting romance,
and accept it not only as a good piece
of literature but will see in it a
prophecy, it should be an instrument
for good.

Thomas J. Watson, President International Business Machine Corporation

Lorporation

I have followed this story, month by month, in "The Makazine of Business" and have heen very much interested and very much pleased with the way Mr. Underraft handled the subject. I would like to suggest that you continue fiction stories.

S. E. Barnwell
Consulting Engineer

As a travelling news-stand reader of System for many years. I want to congratulate you most sincrely on your publication of "Captains in Conflict" Your hook came just as I was facing a three-hour ride on a dismal train that stonged at every cross road and pig track during its ninety miles of travel. As I boarded the accommodation I anticipated a horrible ride, but I opened the book after I left the first station and didn't know a darn thing till I got to my destination. It is the most absorbing book I ever read and any man in any phase of modern American business who cannot get a tremendous lot out of it that will result in real dollars and cents profit, certainly has an absolutely incurable case of egoism or mental indigestion.

E. G. McDougall. President Libby, McNeill & Libby
"Captains in Conflict" is a splendid story, I will appreciate it if you will send me half a dozen copies of this look, when published. I wish to present them to some of the men in our organization.

Adolph Zukor, President Famous Players-Lasky Corporation

Famous Players-Lasky Corporation

1 had already had several of the
chapters of this interesting story in
System and I am glad that at last I
have them altogether in one volume.

In the guise of fiction Mr Undegrath
has given an unusually interesting and
authentic picture of the American
lusiness scene of the last few years.

I liked it very much and I hope that,
when it is published, it will receive a
distribution which will make its influence wide-spread

M. W. Cresap, Treasurer Hart, Schaffner & Marx
"Captains in Conflict" which I enjoyed in System is one of the most interesting and stimulating business looks I have ever read It ought to be cagerly sought by every fusiness man in America and I hope that it will be. I am going to send it to a dozen or more of my business friends.

Bernard M. Baruch

(Telegram) Congratulate author and nuhlishers of "Captains in Conflict." Both perform great public service Should be part of compulsors work every business school and college.

A. T. Simonds, President Simonds Saw and Steel Company

A. 1. Simonds, President Simonds Saw and Steel Company
I have found the story very interesting, and at times very executing. Mr Updegraff has certainly used his dramatic skill and his will like the worder of the

R. W. Woodruff, President The Coca-Cola Company

I have enjoyed "Captains in Conflict" very much. It is an interesting story of modern business and economic theories, well told.

Charles C. Gates, President Gates Rubber Co.

Gates Rubber Co.

While I had read some of the installment of "Cantains in Conflict" as it appeared in System, I did not find apportunity to follow it through. The story presents in most interesting and readable form a well interpretent and moulding influences of the past twenty years or more. I enjoyed every bit of it.

E. F. Mansure, Vice-President E. L. Mansure Company

E, L, Mansure Company
I not only read this story when it
was running in serial form in System,
but marked many paragraphs which I
considered fruly educational value
instalment cut from the magazine and
filed, considering it well worth keeping for future reference, not knowing
at that time that it was going to be
published in book form.

B. G. Work, President
The B. F. Goodrich Company
"Captains in Conflict" is good reading and the coming generation should
profit by the lessons it teaches. It
was a very subtle thought to weave
cold hard business ethics into such
an interesting and readable story.

Franklin P. Shumway Franklin P. Shumway Co.

rrankin P. Shumway Co.

"Cantains in Conflict" was intensely interesting as a serial, but more so as a lound book, and for many years to come will surely interest, inspire, and instruct many thousands of business men.

C. M. Woolley. President American Radiator Company I have long entertained a desired to read this wonderful story in book form in order to obtain the continuity of its rich and sweeping significance.

Lewis Sherman, President National Coffee Roasters Association

I had already read some of the chapters while the story was running in System, but I enjoyed reading them over again with the complete story. It is a hook full of human interest, good sound philosophy, and gives a splendid picture of American business during the past half century.

H. J. Nichols, Vice President
The Robbins & Pearson Company
I followed "Cantains in Conflict"
very carefully as it appeared in
System and enjowed it very much, I
am sure the readers of "The Magazine
of Business" would appreciate and
enjoy other stories of this character,

Lawrence H. Whiting, President Boulevard Bridge Bank

Boulevard Bridge Bank
I read most of the instalments of
"Captains in Conflict" as they appeared as an editorial feature of
System and am very glad to have the
opportunity to review the work as a
whole.

CAPTAINS in CONFLICT



C. S. DuBelle, Treasurer Central Pennsylvania Lumber Co.

1 was very careful to read "Captains in Conflict" when the story appeared in System.

This story retains one's interest from the beginning to the end, and gives one a general insight into the methods of hig business during the past twenty-five years.

This is the most interesting book that I have read for many a day.

A. H. Timmerman, Vice-President Wagner Electric Corporation I had read portions of "Captains in Conflict" as it appeared in System. The book should be a real inspiration to many.

F. D. Underwood
Erie Railroad Company
The story is entertaining, improbable
but not impossible. It took me until
two o'clock in the morning to read
it and the time was not begrudged.

Guy Hutchinson, Vice-President Hoffman Specialty Co.

Hoffman Specialty Co.

I had "Cantains in Conflict" io serial form and I think it is one of the best books of its type that has been written this year. I am huving 50 copies to distribute. I helieve Bob I hedgraff is to be congratulated on turning out such an entertaining as well as instructive story.

Benjamin F. Affleck, President Universal Portland Cement Co.

I had, previously read "Captains io Conflict" in System and found it exceedingly interesting. Mr. Updegraff and your company are rendering a valuable service in writing and publishing a book of this kind,

Jesse Isidor Straus, President R. H. Macy & Company, Inc.

I enjoyed reading "Captains in Conflict," It contains many suggestive

talking about as an editorial feature in

Bruce Barton, President Barton, Durstine & Osborn, Inc.

Barton, Durstine & Osborn, Inc.
This book of Bob Updegraff's is not by true but it is interesting. Every ogressive man in business will say John Rowntree what the Vermont mer said after reading Shakespeare, that feller has a lot of my idears." is good medicine and I bope the blie will buy a lot of it.

L. H. Hamilton, President
Wisconsin Electric Company

I had already read "Captains in
onfiser" in System. It is a remarkle story and just as soon as the
ok is out we will order several
pies for the heads of our departents.

Amos L. Beaty, Chairman The Texas Company

In 1exas Company
In my judgment "Cautains in Conet" is an excellent stor; and will
ree the very landable purpose for
eith it was intended. It holds the
tention from the first line. It is
e kind of story I like to read.

M. H. Karker, President Jewel Tea Company, Ioc.

I like "Captains in Countiet" imensely. The book is so fundamatally sound and so clearly and sily presented that I find it hard criticise. The broad picture of siness in the last twenty-five years accurately drawn. I value the ok so highly that I am today ranging for the purchase of 135 pies for distribution among our field centives as soon as the book is allable.

Charles Plez, Chairman Link-Belt Company

Link-Belt Company

I finished "Captains in Conflict" in
e session. It is a grinning story,
in a setting of fiction, brings
the and emphastres he underlying
the complex of the confliction of the
sence of business presented in the
ty attractive guise of a romane,
d is well worth another reading.

A. H. Landwehr, Treasurer Holland Furnace Company

Holland Furnace Company
I'want to congratulate you on getng out "Captains in Conflict" and
think it is O. K. as is. I would be
ad to have you send us fifty copies
the hook so that I can forward
em to some of my friends, who, I
now, will enjoy reading it.

Charles Seldman, President Chas, Seldmann & Co.

This story I followed thru your va-ous numbers of System while it was uning, and I enjoyed same so much at I have again read this story in ook form.

Paul Butler, General Manager Butler Paper Corporation

System's serial story "Captains in unfliet" is, I believe, the first of its and to describe that almost intangible ental, moral and spiritual force surunding the captains and executives of sinesses and which they know exist t which lew others appreciate This ryy lirings the reader in on the inle, and I am today writing all our rootations to secure plenty of copies their individual use,

George M. Verity, President The American Rolling Mill Company

I read a large minority of the chapters in this interesting story. "Cantains in Conflict," as it was published I was so much interested in it as it went along that I made every effort to hold each issue on my desk until I had read it. I feel that it is one of the best and most helpful things that has been brought out for some time.

J. L. Kraft, President Kraft Cheese Company

Braft Cheese Company
During an idle moment of the day,
I began to glance over the pages of
I began to glance over the pages of
interested with the story that I did
not do much work that day. It
breathes more of the actual business
life of today than any book I have
read for years. If you publish this
book, I would like to place an order
for a number of copies to mail to
special friends.

E. A. Wallace. President Berkey & Gay Furniture Company

It is one of the hest hooks I've ever read and so true every word of it. Will you be kind enough to advise me when this hook comes out as I would like to secure copies of it to give to friends.

W. A. Rogers, President
Bates & Rogers Construction Co.
I had read "Captains in Coullier"
in System when it was running as a serial. The principles carried out by John Rowntree in his busness are the correct ones for the conduct of any business and in the end are bound to be successful. I congratulate you on the publication of this worthwhile book.

Frank Presbrey Frank Presbrey Company

Frank Presbrey Company
"Captains in Conflict" is one of
the most interesting novels I have
ever read, and I have recommended it
to two or three business men as not
only being readable but very unusual
in that it is a lascinating story without a heroine or a lovesick swain but
a straight story of business, which
will appeal to every business executive in the United States. The book
ought to have a big sale.

Craig Atmore, President Atmore & Son

I read most of this story in the magazine and was very much interested in it.

The story was an exceedingly good one and I think it ought to give the general public a better appreciation of some of the problems of modern husiness.

Alfred Lauter, President The H. Lauter Co.

I enjoyed "Captains in Conflict" very much, having read the same in the serial installments from time to time as received, and in my opinion the story has been well put out,

Samuel M. Vauclain, President The Baldwin Locomotive Works I have read "Captain in Conflict." and assure you this is one of the best publications of this character that has come to my notice.

Isaac Miller Hamilton, President Federal Life Insurance Company

Federal Life Insurance Company
1 emused Cantains in Londact
more than I well can say. I heartily
congratulate MT Updegraff for being
its author and you for being its publisher. When the book is published
and ready for distribution I should be
pleased to have you see that I am
supplied with one hundred copies as
I very much would like to present
them to a selected list of our managers whom I feel sure would emoy
and be much benefited thereby.

W. Bryan Wait, President Nye & Wait Kilmarook Corporation I read 'Captains in Conflut' in serial form and thought it so worth while that I made sure that the eventives in our organization also read it.

George M. Brown, President Certain-Teed Products Corporation

I found "Captains in Conflict" most interesting. I am glad to be able to say that I know of no business being run on the principles dominating the Consolidated Stove Commany described in the story. The better way of doing things is, I believe, being almost universally followed in hig business.

George Eastman, President Eastman Kodak Company
I have read "Captains in Conflict" with much interest. In my opinion it pictures correctly the fundamentals involved in the conduct of log husiness and I hope it will be widely read.

Harold C. Keith, President George E. Keith Company

George E. Keith Company
I started to read the book somewhat in the sense of dury, but I am
frank to say it quickly changed to
a sense of interest. I enjoyed it very
much. It is a book any business
man can read with deep interest, as
under the guise of fotion it brings
out many fundamental facts in regard
to the lusiness problems of the last
ten years. Thank you for sending
the book, - and I will be glad to know
when it is published, as I would like
to send a yolume to a few friends.

C. H. Markham, Chairman Illinois Central System

"Captains in Conflict" is a good story, well told It deals with a period in American history when transition was swiit; when alertness was vital to progress, and when progress without honesty was insecure. A new philosophy has been written into the present generation of business; a philosophy that properly evaluates the public good will and bases prosperity upon mutual helpfulness. It is not different in railroading than in merchandising Service to the people; dejendable, helpful, economically produced, efficiently rendered, is the service in which the railroads find their reward just as it is that in which Rowntree of "Captains in Conflict" found his.

Heory S. Buescher, Secretary International Cement Corporation

I read "Captains in Conflict" when it was published in System It is an interesting story, vividly portraying existing conditions and bringing forth in an interesting way the underlying principles of business.

Chas, R. Filnt
("Father of the Trusts")

I was very much innerested in Updegraff's story "Captains in Conflict"
when it was running in 'The Magazine of Business' and I looked torward to reading it at a sitting when it
should come out in book tom. This
I have now done, and I write to congranulate you on publishing so remarkable a story as this chronicle of
the past twenty-five years in business.

From my long and varied experience
in furning consolidations, I can bear
witness to the fact that the philosophy
that Mr. Updegraff has brought out in
this story is fundamentally sound and
if those who are forming consolidations today would be guided by it we
should have sounder and healther
husiness in the future.

John Hertz, Chairman
Yellow Truck & Coach Manufacturing
Company
"Captains in Couffict" is the most
interesting reading that I have had in
many, many days, and I have enoyed
every but of it I surely does pain
the business picture of the day I
would like to have every executive in
our organization read "Captains in
Conflict" when it is put on the
market.

E. G. Holloway, President James S. Kirk & Co.

I thoroughly enjoyed reading "Captains in Conflict." It was most interesting from a romance, educational and business standount and will pay any one in full for time spent in reading same. Will you kindly notify me when the book is put on sale?

In The Magazine of Business

IN a sense, the sequel to Captains in Conflict is appearing monthly in The Magazine of Business, not in story form to be sure, but in timely articles which reflect the significant developments in the business world as fast as they become significant.

With American life and

With American life and American business going American business going through so many readjustments, System. The Magazine of Business has taken on new importance, and with its editorial progressiveness it has a stronger appeal than ever before in its 26 years of editorial service to American business American business.

This is distinctly reflected in its steadily increasing circulation, as well as in its advertising growth. More and more advertising agencies and advertising managers are turning to it as a medium that not only reaches the business field but pretty well covers that field with a single publication.

$\mathcal{N}o.$ II

FROM OUR CODE OF ETHICS

"The Reward of business for service rendered is a fair profit plus a safe reserve, commensurate with risks involved and foresight exercised."



LACE full confidence in a good advertising agency and insist that

all of your advertisements be professionally set by members of the Advertising Typographers of America—then, if your product is all you claim for it, your days of market-worry are over.



New York Group of

Advertising Typographers of America

161 Eighth Avenue, New York

Ad Service Co. 7 Advertising Agencies' Service Co. 7 The Advertype Co., Inc. Associated Typographers 'E. M. Diamant Typographic Service 'Frost Brothers
David Gildea & Co., Inc. 'Montague Lee Co., Inc. 'Frederic Nelson Phillips, Inc.
Standard Ad Service 'Supreme Ad Service 'Tri-Arts Press, Inc.
Typographic Service Company of New York, Inc. 'The Woodrow Press, Inc. The Woodrow Press, Inc.

SEND FIFTY CENTS FOR A COPY OF THE A. T. A. SERVICE BOOK

HAT'S cheap is dear and by the same token what's dear is cheap. Diamant Typography is neither cheap nor dear

—it costs no more! Write for booklet

Typographic Service 195 Lex. Ave. CALedonia 6741



The Gateway to **Building Material Distribution**

CHICAGO Read wherever lumber is cut or sold.

Jewish Daily Forward, New York

Jewish Dally Forward is the world's largest Jewish daily. A.B.C. circulation equal to combined total circulation of all Jewish newspapers published. A leader in every Jewish community throughout the United States. A Home paper of distinction. A result producer of undisputed merit. Carries the largest volume of local and national advertising. Renders effective merchandising service. Rates on request.

months. In astonishment she said. "Live models?" It was necessary to explain that mannequins are not "models" in Paris, and that the Paris conturiers sometimes have as many as twelve mannequins to "pass" some three hundred "models", while smaller houses may have but four or six mannequins to "pass" their entire collection.

During the July-August collections

which were presented at a time when the franc was fluctuating badly, several of the big dressmakers quoted prices in dollars which were payable in francs at the rate of exchange on the day preceding delivery of the order. Premet and Worth were two of the houses who announced this, although it was not a point brought out in advertising news about the openings. The dressmakers usually announce verbally delivery dates for their models, and some place notices in their salons that goods ordered on a certain date will be delivered in time for shipping on one of the fast steamers-usually ten to fourteen days after the collection. This is a point that should be included in their advertising, but one that never appears.

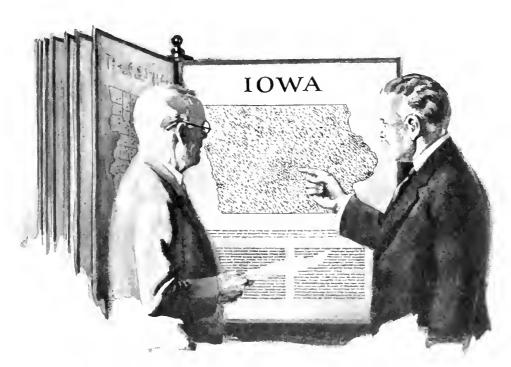
Engineering Principles

[CONTINUED FROM PAGE 21]

Keep in mind that your average advertisement in a large circulation magazine has about the same chance for attention as the billboard which a man passes at the rate of 40 miles an We engineers put our conclusions at the beginning of our reports, so that if anyone doesn't want to read the report he can read the conclusions and let it go at that. It seems to me that this method would help many advertisements that I see. An advertising man's ideas about an advertisement are worth little. If an advertisement needs an advertising man to explain what it's all about, it is not worth using. Go out and get the reactions of ordinary people. Try a high school full of boys and girls. They will probably reveal some opinions that never would have occurred to you and that would have received to the trying attention. that would be worth paying attention

Try translating the cost of advertis-ing into the terms of the cost of productive machines. An advertising man thinks nothing of shooting \$16,000 into space in a single publication, but that amount of money representing the cost of ten milling machines would cause purchasing agent to ponder a month

before deciding to buy.
I recognize that it is very much more difficult to change the minds of people than it is to change material The advertising man is up against ar exceedingly difficult job because it is always necessary for him to be chang ing minds. The ordinary research problem is 60 per cent psychological and 40 per cent material. I recognize that the advertising man's problem i 100 per cent psychological and that i is, therefore, 40 per cent more difficul than the problem of the research en gineer.



"Iowa's wealth per person is the highest in the United States -80 per cent above the national average. That's an important trason why we should do a big business in Iowa this year."

"There's a Market Worth Going After"

ANY state where the per capita wealth is 80 per cent above the national average, is certainly worth going after.

Go after it right. Give your product and your salesmen the advantage of a thorough advertising job, by using newspapers in Iowa's twenty-one key cities.

Retailers, wholesalers, men who understand the Iowa situation, know that such advertising is necessary to properly sell the consumer market in this rich state.

IOWA DAILY PRESS ASSOCIATION

Davenport, Iowa

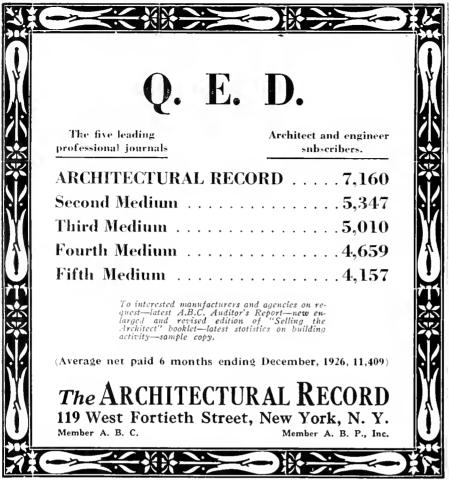


Up-to-date, accurate information on the Iowa market has been condensed into a 32-page book. If you do business in Iowa, you'll be interested in reading it. Free to interested executives on request.

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawkeye
Cedar Rapids Gazette
Centerville Iowegian &
Citizen
Council Bluffs Nonpareil
Davenport Democrat &
Leader
Davenport Times

Dubuque Telegraph-Herald
Fort Dodge Messenger
& Chronicle
Fort Madison Democrat
Iowa City Press Citizen
Keokuk Gate City
Marshalltown Times
Republican
Mason City GlobeGazette & Times

Muscatine Journal & News-Tribune Oelwein Register Oskaloosa Herald Ottumwa Courier Sioux City Journal Sioux City Tribune Washington Journal Waterloo Courier Waterloo Tribune



Seasoned General Manufacturing Executive Available

Years of responsibility as president, vice-president or general manager of important manufacturing firms, in complete charge of production, finance, sales, advertising, for staple articles sold through dealers to housewives. In every instance has doubled, trebled and quadrupled sales at a profit. Highest references and clean record.

Still in the forties and ready now for new responsibilities.

Address all communications to

"EXECUTIVE"

15 West 37th Street, Room 1101, New York City.

Copy Chief's Diary

[CONTINUED FROM PAGE 36]

April 16—Played hookey, slept late, puttered around garden—a delightful Saturday.

April 18—Beck, assistant sales and promotion manager of Dorgan Company, dropped into the office this noon "unofficially," to say that he was wholly in sympathy with last Wednesday's explosion on our part; that we had undoubtedly risen in the general estimation of the Dorgan organization as a result of it, but that he did not think it would accomplish any lasting result—he says the attitude is typical of all Dorgan methods, internal as well as external, and, as far as he can find out, dates back to the very beginning of Dorgan.

April 19—There's one joy in conference work in the spring—trips to sessions with out-of-town clients who are within motoring distance. Drove to DeK—today, 50 miles, and was sorry it wasn't twice as far.

April 20—A grand and glorious day a field day of layout ideas on the Baring account. After sketching six for finished layout production, there are still enough tucked away in the Baring idea-folder to make a strong 12-time series.

April 21—Most of day with Jansen, Art Director, on new Baring material. It just suits him. Told Poe to take rest of week off, get out of town, if possible, and get his perspective back again.

April 22—Jansen brought me first layout sketches on the new Baring series—rip-snorters—better than I hoped for.

April 23—Alumni banquet last night. Late to bed, late to office, and little accomplished.

April 25—Jansen came to bat today with a suggestion for a copy theme as well as an art treatment for the next B-P series. Even B-P ought to be enthusiastic about it, but I'm afraid that's expecting too much from them. They are not ebullient natures and consider any O. K. ardent praise.

April 26—Drove to Y-S with Poe for a general get-together and talk-fest. It is very apparent that Poe's little trip last week-end helped his disposition and viewpoint a lot.

April 27—The new Baring stuff went over with a bang—so much so that one of the ultra-est conservatives of that delightfully conservative organization volunteered the recommendation that more publications be added to their list. Garland is delighted. What his department's barrage of statistics, charts, analyses and plans has failed to accomplish by frontal attack is now achieved by a flanking movement of the copy-and-art battalion. Jansen deserves 66-66/100s of the credit—his layouts did the business.

Beginning

JUNE FIRST

the

PARIS OFFICES

of

THE CHRISTIAN SCIENCE MONITOR

will be located at

3, Avenue de l'Opera

Corner

Rue de l'Echelle

LONDON: 1 and 2, Adelphi Terrace FLORENCE: 11, Via Magenta



The men who wear this emblem bave climbed high upon the ladder of success

> EVERY member of the Shrine is a reader of The Shrine Magazine. The circulation is 607,112 copies monthly. Adistribution statement, by states, will be mailed upon request.

THE SHRINE MAGAZINE

1440 Broadway · New York

Phone: Pennsylvania 7827

CHICAGO

BOSTON



with Trade Publicity

for Sample Copies address:

INIT GOODS PUBLISHING CORP. 93 Worth Street New York City unanisi kothijiayiniyaa sernamma voicon miaasika maka

THE BIG BOOK ON GOOD PRINTING

The Art and Practice of Typography

By Edmund G. Gress

Sent on receipt of \$10.45

THE AMERICAN PRINTER 9 East 38th Street New York April 28-Through the subterranean channels of the advertising world comes the information that our friends, the enemy down the street, are nibbling at the B-P account and that it behooves us to be on the alert. Since Edmunds' departure Coleman has been taking over the B-P work, has been taking over the b-r work, so I called C. and Jansen in and told them to get Jansen's new idea on paper without wasting a moment. Told C. that I would take a separate shot at the copy and we would compare treatments.

April 29-Didn't need to work on B-P. Coleman put in an evening on it at home and his first drafts hit the nail on the head—parts of it achieve an

undeniable thrill.

How anyone of artistic inclination could ask anything more of day-today routine than the combined creative contact with words, art, design and variety of topic and theme furnished by an agency copy desk is be-yond me. Babbittry? Perhaps—but it isn't as if I hadn't worshipped at the shrine of belles lettres and earned dollars untaunted by commercialism. The guff of the Art-for-Art's-sake wail of so many advertising writers sounds juvenile once you get a few feet inside the industries of Literature and Drama and see that their gods are in many aspects considerably more muddy as to composition and tenets than those of Commercialism.

April 30-Cleaned up odds and ends on my desk and called it a month.

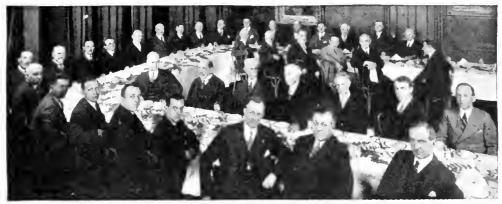
Studying Buying "Habits"

[CONTINUED FROM PAGE 26]

These figures, coming in quarterly, are constantly up to date. Comparison from one quarter to another even reflects seasonal changes throughout each year. They give a clear picture of the change in rate of development of certain sections as compared with others. All in all, they indicate clearly what portion of each company's sales should come from any particular state. Consequently, they can guide the placing

of advertising expenditure.
Examination of these figures shows that the percentages have changed frequently, and in many cases considerably, for individual states and sections of the country. This is particularly noticable in the South Atlantic and East South Central States, where a development began to show itself in the fall of 1924, reaching its peak at the end of 1925. One of the most interesting features of this development is the fact that the curve of the South Atlantic States and the curve of the East South Central States are nearly alike. The New England States, on the other hand, have fluctuated between rather narrow limits, but have regularly shown a seasonal increase in the third quarter of each year. Many other comparisons of this sort can be made.

In applying these figures to the investment of advertising, it is, of course, necessary for each company to compare them with its own sales figures



Luncheon given by General Charles H. Sherrill to New York members of The Associated Business Papers, Inc., and guests, to His Excellency, Honorable Giacomo di Martino, Italian Ambassador.

"GENTLEMEN: You are all business men, or you are all interested in the business of this country. It is a fortunate thing for any diplomat to have the opportunity of meeting business people; because you know that diplomacy has undergone a great change in recent times. The old sceret diplomacy built up in the mystery of cabinets is gone. Diplomacy has one necessary basis—economics."

In this fashion did His Excellency, the Italian ambassador, open his address on the Fascismo as the opposer of Bolshevism and the builder of commercial and industrial Italy, before the business publishers.

Just as the Italian ambassador recognizes the place and purpose of the business press as an exponent of economic opinion and fact free from political bias, so in every city there are weekly held luncheons and dinners with business editors and publishers to discuss the trend of business and the flow of trade.

Why? Because the business press

today is the maker of business opinion. Because in the complexity of modern business in its sweep from raw material to the retail counter, the business press offers the only economical means, through its editorial and advertising pages, of reaching the highly specialized needs of the professional, technical, industrial and merchant buyers.

More and more advertisers are capitalizing this great audience of business men brought together and made possible by the business press. Taken as a whole, they constitute a working council of American business in the professions, trades and industries.

The growth of business paper advertising has come because more and more advertisers are capitalizing this great machine of industry promotion. Business papers enable the advertiser to specialize his advertising just as he is specializing his selling effort today.

THE ASSOCIATED BUSINESS PAPERS, INC.

52 Vanderbilt Avenue, New York



The A. B. P. is a non-profit arganization whose members have pledged themselves to a warking code of practice in which the interests of the men of American industry, trade and professions are placed first—a cade demanding unbiased editarial pages, classified and verified paid subscribers, and hanest advertising of dependable products.



Perfection can be Attained Only by the Minutest Scrutiny Of details!

An APEDA photo Means Perfect Reproduction.

Let APEDA Photo-sell it For you!

Posed for Parisundies Manufactured by Morris & Co., Inc. Baltimore, Md.

PHOTOGRAPHERS 212 West 48th Street

NEW YORK

CHIckering 3960





A.B.P. and A.B.C. Published

Chicago Twice-a-moni Bakers' Helper is the oldest magazine in its field. It has given practical help to bakery owners for 40 years. The fact that over 75 per cent of its readers renew their subscriptions by mall shows they want it.

V York Office E, 42nd St.

431 S. DEARBORN ST. CHICAGO, 1LL.

Bakers Weekly A.B.C.-A.B.P. New York Office—48 West 45th St. CHICAGO OFFICE—343 S. Dearborn St.

Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.



FREE A SALES AID

Your salesmen should show skeptical prospects the Your subsmen should show skeptical prospects the testimonal letters and orders received from suisfied customers—they supply proof and get the orders. Don't leave testimonal letters lying idle in your leave testimonal letters lying idle in your them to your men and increase sales through their use. "2" Send for a copy of booklet today.

AJAX PHOTO-PRINT CO., 31 W. Adams Street, Chicago

and with similar figures of advertising expenditure. Taking, for example, two states such as Illinois and Massachusetts, we can compare the share of total business in each with its proportion of buying habits and advertising investment, the latter being measured by the circulation of our group of magazines.

LLINOIS is interesting. The cooperative buying habit figures have fluctuated more or less, but, for the past two years, have remained rather near the same point. The advertising and circulation figures of the magazines used have steadily increased in Illinois. In spite of the increase in advertising, the sales have remained constant, although less stable, than they were in 1924. Generally, these sales figures for each quarter are lower than the figures of the buying habits, but as the advertising circulations are still lower, it is a fair assumption that this company could profitably put more advertising and sales pressure into Illinois.

Massachusetts shows a contrary situation. The figures on buying habits are fairly constant over the period shown. The figures on sales have shown an increase, going considerably higher than the general buying habits. But it is worth noting that the advertising or circulation figures are considerably higher than are the figures on buying habits. This rather disproportionately heavy circulation of the publications which we use in Massachusetts has enabled us to get a higher relative percentage of sales in that state than in Illinois, for instance. We would not add further advertising or circulation in Massachusetts. The increased circulation can more profitably be placed in a state like Illinois, because the sales in Massachusetts are already running higher than the percentage of buying habits indicate is natural or normal.

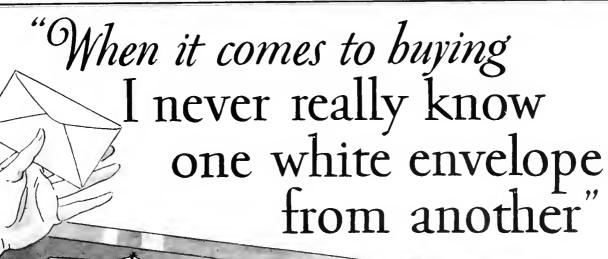
A similar study can be made of the other states. In cost cases the sales fluctuate about the general buying habits according as their advertising circulations are above or below. Exceptions to this can be traced to the sales organizations in the particular territory.

In determining the medium to use, we can take figures of buying habits by states, and compare them with our magazine circulation percentages, both before and after adding each new magazine. By this method can be selected the ideal combination of publications to give a distribution of circulation most nearly paralleling the distribution of the buying habits of our customers.

It should be noted that one of the great values of this determination of buying habits is that the figures are current as well as actual. Changes in buying habits have almost invariably been followed by changes in circulations.

Additional companies carefully chosen would, of course, add still further to the value of the figures. To have these figures available to such companies would, of course, be a con-

siderable benefit to them.
Entirely aside from the enlargement of this group which would mean the further extending of these figures and benefits to other companies, there is no reason why the same plan can not be used in other types of industries. Un-



THIS business man's confession could be made by thousands—everywhere. To the non-expert buyer all white envelopes *look* pretty much the same. The real test of quality comes after they are mailed.

And if it happens to be *your* letter that arrives looking like the morning after, your polite correspondent doesn't tell you about it.

Now you can buy White Wove Envelopes made by the world's largest envelope manufacturers, watermarked with initials USE and backed by a guarantee.

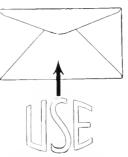
Ask your printer or starioner for Columbian USE White Wove Envelopes. Then you'll be sure of good quality, good writing and typing qualities, ample strength, and good gum.

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes
SPRINGFIFLD, MASSACHUSETTS

With fourteen manufacturing divisions covering the country

Columbian USE White Wove Envelopes are fine enough for your first class mail—and so reasonably priced that many firms use them in circularizing. All commercial and official sizes from 5 to 14, and Monarch. If your dealer does not stock them, write us.



The watermarked initials of the makersappear in every Columbian USE White Wove Envelope



Look for this box with the USE all-over design



This slip goes into every box—and, of course, we are right back of it

77,777 PERSONS IN DAILY NEED OF FOOD!

Food concerns, alert to this need, have chosen Paterson's leading newspaper, The Press-Guardian, to carry their advertising appeals.

DeLisser Brothers' reports for 1926 show the following food lineage carried by Paterson's papers:

> The Press-Guardian506,623

The Press-Guardian is the only Paterson paper which carries ALL of the chain stores' advertising. This list comprises:

GREAT ATLANTIC & PACIFIC TEA CO.
NATIONAL GROCERY COMPANY
JAMES BUTLER STORES
U. S. STORES
GREAT EASTERN GROCERY CO
PATERSON GROCERS: ASSOCIATION
LAPPIN TEA COMPANY
JAMES VAN DYK COMPANY
HENRY SOODSMA COMPANY
(Official distributors for Grocers Association)

These advertisers realize that by using The Press-Guardian, they secure evening newspaper advantages plus the largest city, largest suburban and largest grand total circulation of any paper of Passaic, Bergen or Morris Counties. (Last A. B. C. report shows 18,519 net paid per day—there are slightly over 4 persons per family, which makes 77,777 individuals in The Press-Guardian't family.)

You can reach them only by using-

The Paterson Press-Guardian

(Member of The 100,000 Group of American Cities) Nat. Reps.: G. Logan Payne Co., New York, Boston, Chicago, St. Louis

IT'S LIKELY TO HAPPEN TO YOU ANY DAY

An esteemed friend is going to ask, "Did you read the article, 'So and So,' in the current issue of Advertising and Selling?" and you will have to answer, "No."

Oh, yes, you see each issue at the office, you glance thru it, you notice the attractive pages and the enticing titles but there are other executives on the route list and you must pass the copy along.

The only relief is a personal copy.

ADVERT 9 East 33 Please en	8th S	St.,	Nev	v Y	or	k		ye	ea i	. (26	i	ss	ues	;)	at	t :	\$ 3.	.00) ;	an	d	se	en(d	bi	11.
Name							 	 					F	os	iti	ior	١.,										
Company							 	 																			
Address																											
City							 	 							S	tai	te.										

til the time when the Department of Commerce shall maintain a comprehensive and frequent tabulation of all retail sales, this plan is probably the most effective. It is a live index of buying habits against which sales effort and advertising investment can be checked with accuracy and with the elimination of the factors of "indica-tions" (instead of actual figures) and of "weighting," which is always a guess.

How Shall Buyers Treat Salesmen?

[CONTINUED FROM PAGE 30]

rest of ns are supposed to be governed."

Mr. Piffler was followed by Henry B. Dammem, buyer for Parrot & Robins of Hardsockit, R. I.

"The seriousness of this whole matter," said Mr. Dammem, "will be understood when I tell you of an experience I had recently with a salesman who blew into my office, and insisted on seeing me, after I had thrown his card on the floor and told the office boy to tell him I was not in. We have a new general manager, who thinks it is up to him to run the whole works, He happened to be in my office when the salesman's card was brought to me. Without saying anything to me about his intention, he followed the office boy out, found the salesman waiting at the information desk, and took him into his own office. It happened that the fellow had seen Fairways the day before, and he told our general manager how he had been received, how he had got an order by being able to offer something at a special price, and how he had expected to give us the benefit of this special price on some goods with which his company was over-stocked. That we happened at the time to have use for some of the stuff he was offering is beside the point. He had the nerve to go over my head, encouraged, I have no doubt, by his experience with Fairways, and I am not sure even now that I am not going to have serious trouble on his account. I want to go on record right here as being opposed to permitting the benefits of this organization to be enjoyed by any buyer who is inclined to extend courtesies to salesmen, or who consents to see them when there is a possibility of putting them off."

There was loud applause, and cries "Atta boy" from all parts of the hall.

"Gentlemen," said Mr. Nails, when he was able to make himself heard. "I see that several other delegates are on their feet and anxious to speak, although it seems to me that the evidence we have already heard against Mr. Fairways is more than sufficient to condemn him. Suppose we give Mr. Alf Putty, our genial vice-president, a chance to be heard. Mr. Putty, as you all know, has a long and honorable record as a buyer who hardly ever buys, and as a consistent insulter of salesmen. I am sure it will be a pleas-

ure to most of us to hear from him."
"Thank you," responded Mr. Putty. "I'm not going to take up much of your time, but I just want to remind you, gentlemen, of the fact that we must be on our guard against people who re for letting down the bars we have built around ourselves. If we listen o those who tell us there must be sell-ng or else there will be no buyers, we hall soon find ourselves involved in a retty mess. Only the other day I reatry mess. Only the other day I reard a so-called business expert make he statement that selling and buying was a fifty-fifty proposition, that it was to the buyer's interest to find out that the salesman had to sell, and all the salesman had to sell, and all hat sort of stuff. I want to ask you ow much time we should have for golf r fishing or the other kinds of recreaion to which we are entitled if we alowed every salesman to explain what e had to offer. I am proud to be able say that out of thirty-seven salesnen who have tried to see me during he past six months I have permitted nly three to get into my office, and d have kept them out if we had not een compelled to buy in order to keep ur factory going. That's one of the ur factory going. That's one of the ad things about being a buyer. Somemes buying is unavoidable, but I am ooking forward to the time when we an stop it altogether. Many of the alesmen who were turned away by me ave been turned to advantage by the oncern by which I am employed, but nat is neither here nor there. The oint is that I kept the faith. I conoder it my duty as a buyer to buy othing until I am absolutely pushed to it from behind, and never under by circumstances to let my contempt or salesmen be concealed. Let us take an example of this man who has een fit to step down from the high wel on which members of our assoation are supposed to stand, or sit, s the case may be.

FTER considerable delay, owing to the outburst of approval following Ir. Putty's remarks, President Nails acceeded in making himself heard by

e assembly.
"Fellow members of the Association," e said, "I wish we had time to hear om each of you, but there really is need of further discussion. We will agree, I am sure, that there must be something decidedly wrong with a layer who is referred to by salesmen enerally as a fine fellow, and I unerstand that is the reputation Fairays has among intruders who come to sturb us when we want to be let one. I cannot refram from saying at this truly would be a wonderful orld if there were no salesmen in it. ow lovely it would be for all of us yers if we could know as we went o our desks that no salesmen would ecoming in to disturb us or to inrfere with our efforts to get along ithout ever buying anything from nybody at all.

"Now, unless somebody has someing to say in defense of this man, m going to ask that the discussion be onsidered closed, much as we all would ke to hear more about the experiences buyers in preventing salesmen from ipping past barriers or getting heargs. Is there any one here who wishes champion the cause of the person gainst whom the charges to which we we listened are made? I see no one. re you ready for the question? All favor of the expulsion of George airways from this association signify e same by saying 'Aye.' Contrary, o.' It's unanimous."

Planned

according to facts instead of mere hopes, and directed at attainable objectives.

Selling

by applied direct advertising (Caxton method) is simple and efficient.

Through

the dealer to the consumer, your own salesman to the consumer.

a,d,a

is a thoroughly practical and tested method, based on wide experience.

The details will interest you. Write



THE CAXTON COMPANY

CLEVELAND



The OPEN FORUM

Individual Views Frankly Expressed

The Memory Value of Names

R. CALKINS'S article, "On the Subject of Names." (May 4 issue) criticizes such names as "Savoy-Plaza" and "Sherry-Netherland." But Mr. Calkins knows, surely, that memory is very largely association. And I'll wager that he is one of a legion who still resorts to "Thirty days has September, etc.," while probably not one in an hundred would remember the number of days in the various months if the facts were set forth in prose rather than in rhyme.

Therefore, anything which will make a name jump to the tongue is, in my opinion, a better name. Possibly those who chose "Sherry-Netherland" noted the rhythm in it as being advantageous. If you mentioned merely, "John" or "J. P." how many would know that you were referring to "John D." and J. Pierpont?"

It is all very well to "cut down the burden on the public's memory," but not, I should say, to the danger of making it so light that they don't know they're carrying it. I've damned "prophy-lac-tic," but it is the only tooth

brush I know by name.

GRIDLEY ADAMS. New York.

Ignorants Abroad

HAVE only got one kick coming with "A & S" and that is that I think that your editors could pay a little attention to a series of articles written to educate those American manufacturers who are wasting good money sending out complete mats to foreign agencies with insertion instructions to insert in local newspapers.

Let me cite a few instances of waste going on today in this little burg. No sane salesman would try to sell skates to South Sea Islanders, but right now with winter approaching and the lowest day on record "47 degrees above." one enterprising automobile manufacturer is advertising the fact that the radiators of his car will not freeze. Perhaps he thinks that water freezes at a higher temperature in this part of the world.

Take Kelvinator spending good money educating the people to do away with the ice man mussing up the kitchen. From statistics I have compiled 1 in 450 homes has an ice box in this State. Kelvinator started advertising here with complete mats supplied from the middle of their American

campaign. These are only two instances, there are hundreds more I could tell.

LAWRENCE G. ROBINSON, General Advertising, Adelaide, Australia.

Not Enough Investigation

MR. S. E. CONYBEARE is just right when he says that advertisers should resist the pressure of dealers, inspired by newspapers, to buy advertising space. The writer once received a long and forceful letter from a dealer, practically demanding that advertising space be contracted for with a certain local newspaper to the exclusion of the other papers in the city. The letter was written on the dealer's stationery, but obviously not written by him. Subsequent events showed that it had been written by the newspaper. The newspaper in question did not get the business and we did not lose the dealer. But such incidents go to show that we have not vet arrived at an ideal basis for the purchase of advertising space. There is still too much "selling" and not enough investigation of facts to be impartially presented and carefully considered.

WILLIAM E. KERRISH,
Advertising Manager,
Boston Gear Works Sales Co.,
Norfolk Downs, Mass.

We Do Not Answer; We Ask

In your editorial "The Ice Man Strikes Back," April 20th issue, you ask the question, "Is this good advertising?" What is your answer to the question? Do you know why "Ask Him" was written and put before the public? For no other purpose than to counteract the malicious misstatements that were and still are being put before the housewife.

If you are a believer in Truth in Advertising, you will be interested to know that your editorial is misleading inasmuch as these super-salesmen are not "devastating" the ice man's business. Do you know that bankers are combing the country for ice plants to consolidate in \$1,000,000 issues? Do you know what the value of the stock shrinkage in mechanical refrigerator companies was last year? Don't you think the ice industry has a duty to perform in telling its side of the question? Francis M. Fauvre,

Peoria, Ill.

The Ice Man's Rights

THE caption of an editorial in your April 20 issue reads, "The Ice Man Strikes Back," and under it you speak of a little book called "Ask Him!" with the concluding inquiry, "Is this good or bad advertising?" I am considerably interested in the replies you get to your question, as I happen to be the author of, and hold the copyright for the booklet referred to. The Omaha Ice and Cold Storage Co. simply had reprints made with my permission and circulated some 25,000 copies in their territory.

The value or worth of any publication is largely judged by the public's reception of what it publishes. I'll admit that the mere numbers of a book, taken by the public cannot always be used as a true criterion of its worth, but they certainly give us a pretty fair line on it. Since I first sent copies last fall of my little book "Ask Him!" to fellow icemen throughout the country, more than 500,000 have been ordered direct from The City Ice and Fuel Company, which permitted me to carry on this work of aiding our fellow icemen. In addition, I have accurate knowledge that fully as many more copies have heen issued by other companies themselves. This means that over a million "Ask Hims!" have been distributed (and I believe read) within the last five or six months.

Would you not consider almost any form of advertising pretty "good advertising" that shows such a record for being "absorbed" by the general pub-

lic on such a scale?
"Ask Him!" contains nothing of a "strike back" nature, but simply carries out my idea of putting into the homekeeper's mind such questions about so-called "electric" refrigeration as she would never get from the salesman or think of herself. Every statement in that little book, whether it be in the form of a question or not, is the absolute truth. I believe the iceman has a right to inform the public how ice is really made, to say nothing of refuting extravagant claims put forth by the small machine people. Whether such attempts constitute good or bad advertising is something for someone else besides myself to decide. My work may be summed up in the forceful but ungrammatical expression "He seer his duty and he done it!"

JAMES CULLEN,
Resident Secretary-Treasurer
The City Ice and Fuel Company
Cincinnati, Ohio.

25,839 Lowans see "Home Beautiful"



This demonstration home, fully furnished and equipped, was open to the public March 27th to April 10th under the auspices of the Des Moines Register and Tribune-Capital.



I owa people are keenly interested in homes and new ideas in building. Iowa is a great market for building materials, plumbing and household appliances. The best way to reach this group of two and a half million people is through The Des Moines Register and Tribune-Capital-230,000 a day circulation.

Visitors came to Des Moines from 246 lowa communities--one-fourth of all the towns in the state. Dozens of school and college classes and women's club delegations contributed to this record attendance.





A New Detroit Hotel With A DefinitePurpose!

Equipped in the finest and most modern manner—designed by a firm of world-famous hotel architects—directed by a man thoroughly versed in every phase of hotel management, the function of the new Savoy in Detroit will be to supply first-class hotel accommodation at moderate rates.

The Savoy has 750 rooms with baths, and is situated just six short blocks north of Grand Circus Park, on Woodward Avenue at Adelaide Street.

It was designed by Louis and Paul L. Kamper (architects of the Detroit Book-Cadillac Hotel) and has as its managing director, A. B. Riley, formerly manager of the Bancroft Hotel, Saginaw, Mich. The Savoy's rates are \$2.50, \$3.00 and \$3.50, with suites and sample rooms ranging in price from \$5.00 to \$12.00.

The cuisine of the Savoy is unsurpassed. Outstanding features of the Hotel are the Bohemian Room, the Coffee Shop and the Food Shop—the walled-in Garden Court—the International Suites (each decorated in the national style of some foreign country)—the 20-chair barber-shop and the 18-booth beauty parlor—the Emergency Hospital, with a nurse in constant attendance—the Valet and Checking service—the Florist's Shop—the Humidor—and the Gift Shop.

A. B. RILEY, Managing Director



On "Buy-Cycles"

By Roger F. Owsley

O. W., in a past issue of ADVERTISING AND SELLING, referring to the cycle use of 13 by many advertisers, does have a great deal on his side when he says "no one has yet proved . . . that there is anything about the human mind which justifies this despotism of the ubiquitous 13."

However, let us consider the following for one moment. If I am not badly mistaken there was but a few months ago some agitation with reference to the establishment of thirteen months, each of twenty-eight days, making four exact weeks in every month. It seems to me that such agitation has arisen periodically almost since I can remember.

And what has this to do with the use of thirteen pages during a year in a weekly publication? Nothing, but it does very clearly indicate that there are still quite a few people in this world of ours who question seriously whether or not our present calendar arrangement is all it should be. Yet apparently it has been fairly satisfactory for years, and were it possible for us to go back to the time of its establishment, we would probably find that habits had more to do with the arrangement than almost anything else. And back of most habits is convenience.

Excluding newspapers, the great majority of publications are printed and issued at monthly intervals. No one having established definitely that the People's Monthly Review is a far better buy as an advertising medium in January than in March, the ultimate goal sought by most publicity advertisers is that of representation in as many issues as is possible. This of necessity has automatically developed the twelve time advertiser, when it would be practically impossible to prove conclusively that eleven would not accomplish the same end.

Now twelve times per year in a monthly publication is usually used once per month, and, as stated above, the majority of publications are published monthly, so the user of space has in the most natural manner formed a habit. Extended to a weekly publication the user then simply establishes an evenness of schedule and thirteen is the result.

Twelve and even less can be bought very easily, and as a matter of fact if any one cares to check this situation carefully and completely, he will find many more users of twelve, ten and eight insertions as compared to fifty-two, twenty-six or thirteen.

And so this use of thirteen becomes nothing more than a habit. More than likely many advertisers work in cycles of thirteen as a matter of convenience.

While it is true that many publications in the general field do not attract an advertiser to this cycle arrangement by a rate concession, it is also

GRE STANDARD ADVERTISING REGISTER

Gives You This Service:

- The Standard Advertising Register listing 7,500 national advertisers.
- 2. The Monthly Supplements which keep it up to date.
- The Agency Lists. Names of 1500 advertising agencies, their personnel and accounts of 600 leading agencies.
- The Geographical Index. National advertisers arranged by cities and states.
- 5. Special Bulletins. Latest campaign news, etc.
- Service Bureau. Other information by mail and telegraph.

Write or Phone

National Register Publishing Co. Inc. R. W. Ferrel, Mgr.

15 Moore St. New York City Tel. Bowling Green 7966



Come Up TO GLORIOUS COLORADO

Twenty-third Annual Convention INTERNATIONAL ADVERTISING ASSOCIATION

DENVER, JUNE 26-29

Here's the opportunity to attend one of the World's most outstanding business meetings and at the same time enjoy a real VACATION in this wonderful Rocky Mountain region of delightful climate and scenic grandeur—where you always have wanted to go or want to go again.

Problems affecting industry—Production - Distribution - Sales - Management—are to have top place on the Convention program, being arranged by business leaders. These problems will be discussed at General Sessions by eminent representatives of American industry who will tell what advertising is doing and can do to help effect their solution.

Some 20 organizations in specific fields of advertising will conduct departmental sessions to study their own peculiar "shop" problems. These departmental "schools" hold strong attraction for advertising men and women who wish to keep abreast of the times in their advertising endeavors.

Whether you are engaged in the advertising business, or invest your money in advertising, or wish to learn more concerning this great economic factor, you are welcome to attend this Convention and bring your frinds. Denver's hand of hospitality is extended to all, both men and women.

THREE DAYS OF INTENSIVE CONVENTION WORK Followed by THREE DAYS OF ROLLICKING PLAY

With a tremendously big Inspirational Meeting at the Greek Theatre in Denver on Sunday Afternoon, June 26, the Convention will get under way. General and Departmental Sessions will be on Monday, Tuesday, and Wednesday.

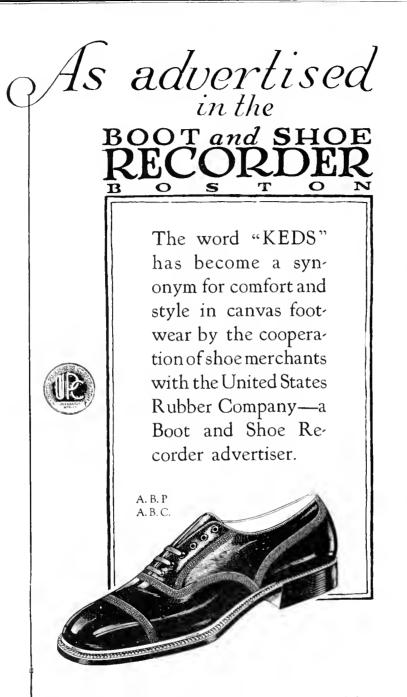
Thursday, Friday and Saturday will be given over to entertainment and sight-seeing. Denver assures all a never-to-be-forgotten good time, including a wild-west ball.

MAKE UP YOUR MIND NOW TO GO

Membership in an Advertising Club or organization is not necessary to your attending this convention. The Advertising Club in your city will be glad to supply you full information concerning the Convention, Transportation,

Hotels, and Low Railroad Rates. First-class hotel accommodations are available now. Get in touch at once with your Advertising Club, or communicate directly with

THE INTERATIONAL ADVERTISING ASSOCIATION, 420 Lexington Ave., New York GILBERT T. HODGES, General Chairman, On-to-Denver Committee



Chicago New York Philadelphia BOSTON Rochester Cincinnati St. Louis

FILL	IN TH	HIS COU	JPO	N CORRE	ECTI	Y	AN	D
GET	THE	NEXT	26	ISSUES	OF	\mathbf{A}	&	S

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9 E 38 S	
N Y, N. Y.	
P E M. S	F O Y A. \$3.00
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true that they do make the cycle advertiser what some seem to think is an attractive offer in the matter of position.

Call it sun-worshiping or what you will on the part of the buyer of space, whether he be agency or advertiser, just how many times do you suppose E. D. W., (who terms himself "an exspace salesman") turned down an order for twelve or thirteen insertions on the basis that that was too liberal a use of his publication?

Rest Periods Productive

R. ELTON MAYO, of the Wharton School, University of Pennsylvania, has been working on a theory that radicalism in factory employees is, at least, partly a question of physical condition. If a man is overtired he becomes pessimistic, irritable and willing to stir up trouble. This is especially true if the man is employed at a job that doesn't require all his thought. Mayo believes that destructive thinking may be greatly reduced if men are given opportunity to sit down or lie down oftener in the course of their work.

In one factory where the labor turnover was high and output low, it was
observed that nearly all the workers
were obliged to remain a long time on
their feet. To remedy this, the management introduced rest-pauses—four
in a ten-hour day, in which all workers
were asked to lie down and were even
instructed in the best method of relaxation. Soon the whole crowd became more cheerful and their output
noticeably increased — Nation's Business Magazine.

Brooklyn Standard Union Sold to J. J. Early

The Brooklyn Standard Union founded in 1863, has been sold to a group headed by Joseph J. Early, its managing editor and for more than twenty-five years a member of the staff. The paper was sold at public auction by the estate of the late William Berri for \$901,000 cash. The trustees of the estate are Herbert Berri, R. F. R. Huntsman and F. H. Webster. Mr. Huntsman will continue under the new ownership as the paper's publisher.

The associates of Mr. Early in the purchase are Ralph Jones, president Brooklyn Chamber of Commerce; William H. English, president, Montauk Club; William M. Greve, president Prudence Bonds Corporation; J. A Dykman, Cullen & Dykman; F. D Mackay, E. W. Bliss Company; County Judge A. G. McLaughlin; A. S. Sommers; Albert Conway and Joseph J Sartori.

The new company, of which Mr Early will be president, takes control about May 15.

National Advertisers Hold Brilliant Meeting

THE semi-annual convention of the Association of National Advertisers was held on May 9, 10 and 11, at the Hotel Statler, Detroit. The meeting was marked by an attendance of some 200, exceeding that of any other semi-annual meeting of the association. Addresses were on topics that struck the keynote of the convention generally under the heading "Laying the Foundation of an Advertising Campaign."

W. L. Towne, of the General Electric Company, described by means of Projectoscope pictures the electrical industrial advertising campaign; W. S. Lockwood, advertising manager of Lockwood, advertising manager of Johns Manville, Inc., read a carefully prepared paper on "An Inquiry into Business Paper Rates," and Malcolm Muir, vice-president of the McGraw-Hill Publishing Company, spoke on "Setting the Stage for the Industrial Salesman," a theme which executives from Mr. Muir's company have been touching upon during the past few years.

Two important talks on newspaper advertising were given by O. C. Harn, managing director of the Audit Bureau of Circulations, and J. C. McQuiston, advertising manager of the Westinghouse Company. The former stressed the necessity for considering elements of newspaper circulation rather than quantity, while the latter described the advertising campaign conducted by the Westinghouse Company. Besides these addresses and other less important audresses and other less important ones, a member's Forum was held under the A.N.A. newspaper program with discussion conducted by Verne Burnett, of General Motors Corporation, secretary, Advertising Committee and Chairman of the A.N.A. News-paper Committee, together with group meetings on agency matters, dealer co-operation, outdoor advertising, magazines, and industrial advertising and business papers.

On Monday, the first day of the convention, the Detroit advertising agencies provided a complimentary dinner and entertainment for the members of the Association. This entertainment by the agencies is considered to be the beginning of an era of better feeling between the Association and the agents.

New York Advertising Club Elects Officers

At the annual meeting of the Advertising Club of New York, new officers for the coming year were elected as fol-lows: president, Gilbert T. Hodges, member of the executive boards of the New York Sun and Frank A. Munsey Co.; vice-president, Lee J. Eastman, Co.; vice-president, Lee J. Eastman, president and general manager of Packard Motor Car Co. of New York; treasurer, H. R. Swartz, president of R. Hoe & Co. (reelected). The following directors were elected: Charles C. Green, president, Charles C. Green Advertising Agency, and Frederick W. Hume, Public Relations Counsel.

Officers holding over automatically

Officers holding over automatically without reelection are: vice-president,



HALFONTE-HADDON HALL ATLANTIC CITY

Spring and Summer Outdoors

SEA BATHING BOARDWALK ACTIVITIES GOLF TENNIS YACHTING FISHING AVIATION

All the charm of a voyage at sea with none of its discomforts—on the broad deck-porches at Chalfonte-Haddon Hall. The blue ocean right before you—gay crowds on the Beaches, a constant procession of rolling chairs and happy strollers on the Boardwalk—endless amusements and interesting shops. And all in the hospitable, friendly atmosphere of these famous hotels.

American Plan Only-Always Open

Illustrated Folder on Request



LEEDS and LIPPINCOTT COMPANY

In the very Center of Things on the Beach and the Board walk

Dual-Trio" Radio Concert every Tuesday fevening. Tune in on WPG at 9.

Kenilworth Inn

ASHEVILLE, N. C.

Special Weekly Rates

Spend your spring vacation with the wild flowers of the Smoky Mountains

The famous Kenilworth Inn offers you a special weekly rate for your family—which includes a marvelous program of entertainment.

Listen in on WWNC any evening

AMERICAN PLAN with Meals

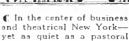
Single Room-Hot & Cold Water \$42.00 Up Double Room-Hot & Cold Water 80.00 Up. Single Room-Private Bath

Double Room—Private Bath..... 90.00 Up Double & Single—Private Bath . 126.00 Up

Delightful, dignified surroundings FURTHER INFORMATION UPON REQUEST

> ROSCOE A. MARVEL MANAGER

Where to Stay in New York.



yet as quiet as a pastoral home, the New Forrest is a place "for rest" when rest Is needed. Three hundred beautiful, inviting, homey rooms, all outside, all with baths, showers and running ice water, await discriminating guests. At \$3.00-\$4.50 single; \$4.50-\$6.00 double, you will find refinement, comfort and true will find refinement, comfort and true economy.

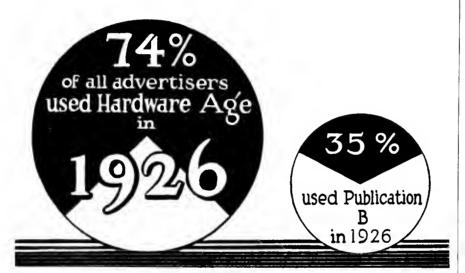
Telephone-Chickering 7070 MANAGER-WILLIAM F. THOMAN

New FORREST HOTEL

) th ST. Just West of Broadway NEW YORK

More than twice as many advertisers used Hardware Age in 1926 as used the next paper

74% of all the advertisers using national hardware publications during 1926, used Hardware Age. Only 35% of all the advertisers used the next paper.



HARDWARE AGE

239 WEST 39 ST., New York City

FINISHING THE PRINTED JOB

By Robert F. Salade AUTHOR OF

"Handbook of Electrotyping and Stereotyping"
"Plate Printing and Die Stamping"
"How Paper Boxes Are Made"
"How to Make Cutouts"

TWELVE CHAPTERS

- 1. Numbering that printers can do
- 2. Binding catalogs, booklets and pamphlets
- 3. Embossing, stamping and paneling
- 1. Roughing or pebbling paper stock
- 5. Bronzing, gold leafing and gold ink printing

- 6. Various methods of perforating paper stock
- 7. Die eutting labels and paper-board
- 8. Punching for loose-leaf forms, calendars, books, etc.
- 9. Tableting and gumming work
- 10. Kinds of work produced on hot embossing presses
- 11. Gumming, gluing and tipping in the bindery
- 12. Scoring, beveling, deckle-edging, varnishing and tinning
- 33 illustrations 237 pages, \$2.50 a copy, plus 20 cents for mailing

THE AMERICAN PRINTER, Inc., 9 East 38th Street, New York

John G. Jones; directors H. H. Charles, Colver Gordon, Charles E. Murphy and Grover A. Whalen.

The retiring officers are as follows: president, Charles C. Green, president, Charles C. Green, president, Charles C. Green Advertising Agency; vice-president, Frank W. Harwood, advertising manager of American Tobacco Co.; directors F. H. Deknatel, treasurer of Bigelow-Hartford Carpet Co., and Paul Meyer, publisher of Theatre Magazine.

Three honorary members of the Club were elected, all of London, England, as follows: Sir Charles Higham, W. S. Crawford and Thomas McDougall.

Industrial Group Asks Analysis of Business Paper Rates

A GROUP meeting devoted to industrial advertising was held during the convention of the Association of National Advertisers in Detroit, on May 10. A complete and careful investigation and comparison of business paper rates along the lines suggested by W. S. Lockwood of the Johns Manville Company in his address on the preceding day was urged by the various industrial advertisers present. All agreed with Mr. Lockwood that a more accurate picture could be obtained by the use of a larger number of publications than were considered in the chart which he had prepared.

A resolution was adopted congratulating the program committee for having arranged an entire morning session devoted to industrial advertising on the main program and recommending that A. N. A. headquarters elaborate its general activities to include further research on specific industrial advertising problems. Among the advertising managers present at this group meeting were F. R. Davis, General Electric Company; Stanley P. Seward, The White Company; Robert F. Wood, The Autocar Company; Robert F. Wood, The Autocar Company; H. V. Jamison, American Sheet & Tin Plate Company; W. J. Chandler and D. R. Pershing, of the Lehigh Portland Cement Company; Carl J. Schumann, Hilo Varnish Corporation; H. L. Delander, Crane Company; Kenyon Stevenson, Armstrong Cork Company; S. E. Conybeare, Armstrong Cork Company; Walter E. Lopeman, Sandusky Company

Cement Company.

Nelson S. Greensfelder, Hercules
Powder Company, was chairman of the
meeting.

The Duz Company, Inc., Elects A. W. Erickson Director

At the annual stockholders' meeting of The Duz Company, Inc., of Delaware and New Jersey, A. W. Erickson of the Erickson Company, New York, advertising agency, was elected a director. He succeeds Philip A. Livermore, resigned.

Other directors elected are: William Wrigley, Jr., William A. Otis, B. L. Atwater, S. I. Welsher, A. L. Woodworth, R. R. Moody, R. D. Scott, F. C. Townsend, Albert W. Moller, George Garbe.



circulation

HERE are six morning papers published in New York City, sold on all the newsstands. But two out of every five people in New York who stopped at a newsstand this morning to buy a morning paper, bought a picture paper-The News.

There is nothing new about picture papers. Eight years ago, however, a picture newspaper did not exist. Today, more than 1,100,000 people buy The News in preference to five other papers. Because they know a picture newspaper is a better newspaper!

Pictures have a place in a newspaper; properly used, they are vehicles of news.

What is the most interesting item in any news story? People! Who are they? What do they look like? The pictures portray them.

What happened? The picture gives more in a glance than a world of words.

Where did it happen? The picture shows the scene. How did it happen? The picture answers, sometimes showing cause as well as effect.

Good news pictures reflect reality. They are frozen fact, excerpts of action, testimony of truth, the only satis

factory substitute for personal observation. They tell what someone sees, vividly, thoroughly, comprehensively. Any psychologist will tell you that a picture conveys a message, presents a fact, teaches a lesson—better # than text, more clearly, more quickly. Everybody gets something from pictures. And they savetime!

 ${
m Fo}$ R a long time, papers were unable to get newspictures. The real development of the newspicture started with The News seven years ago. The newspaper camera man used to be a photographer. On The News, he is a reporter who gets his stories with the camera. He has a harder job than the regular reporter. He can't fake, can't guess, can't take somebody's version of what happened and phone it to the office. He must get the story in the picture, and the picture back to the office—on time.

In seven years, The News has come a long way in developing newspictures. News cameramen are artists

and mechanics as well as reporters. They work under difficult circumstances, hampered by lack of light and lack of time. They use cameras small enough to fit in the vest pocket; and cameras with telescopic lenses, large enough to take two men to carry. They daily do the impossible. Every morning, the picture pages of The News are a record of their splendid accomplishments, of obstacles overcome, of time and space and difficulties outdistanced. Their marvelous newspictures are a contribution to better journalism, to clearer understanding, to saving time.

In addition to our own camera staff, we have our own picture syndicate that literally covers the world with cameramen—Pacific & Atlantic Photos. Wherever stories

> can be caught with a camera, you will find P & A men. They not only get the picture, but they get it to the paper. Sleep, time, comfort, money, convenience—all are sacrificed to get the picture here first. Special planes, special trains, speed boats, pigeons,

horseback—every possible conveyance is used. And within the last two years, they have been able to occasionally send pictures by wire and cable.

The News also has the best printed pictures of any newspaper. Special methods of making plates, making inks, making impressions have been invented and developed. The presentation is the best possible.

O today more than a million people prefer this picture newspaper. Can a million people be mistaken or misguided in picking a newspaper?

Advertisers! Can you make a mistake in using a paper that a million people prefer?

THE INEV

New York's Picture Newspaper

25 Park Place, New York Tribune Tower, Chicago



YOU don't have to be a physicist to know that the longest way around is an in-The Market Place is the direct method. shortest distance between two cardinal points—you and your next connection.

Art Directors' Club Makes Annual Awards

THE Art Directors' Club of New York opened its sixth annual exhibition of Advertising Art on Wednesday, May 4, at the Art Center, 65 East Fifty-sixth Street, New York City. It will continue until May 31.

On Tuesday, May 3, awards for the hot sayibit to the Art Center, and the Art Center, but the street of the Art Center, and the Art C

best exhibits were made by the Jury on Awards under the chairmanship of Edward F. Molyneux, Newell-Emmett Company. The following is a list of awards, the first in each section being a medal designed by Paul Manship:

1. Paintings and Drawings in Color

-Figures, Still Life and Miscellaneous

(a) Figures: The Andrew Jergens Co., J. Walter Thompson Co., Etienne Drian, medal; The Fleischmann Co., J. Walter Thompson Co., Walter Biggs, first honorable mention; Cheek-Neal Coffee Co., J. Walter Thompson Co., Henry Raleigh, second honorable men-

(b) Still Life: H. J. Heinz Co., Calkins & Holden, Inc., René Clark, medal; Rusling Wood, Inc., Calkins & Holden, Inc., E. A. Georgi, first honorable mention; J. & J. Coleman (U. S. A.), Ltd., J. Walter Thompson Co., The Reeses,

second honorable mention.

(c) Miscellaneous: Procter & Gamble Co., The Blackman Co., James Preston, medal; Coral Gables Corp., N. W. Ayer & Son, Edward A. Wilson, first honorable mention; The Fleischmann Co., J. Walter Thompson Co., Henry Soulen, second honorable mention.

2. Posters and Car Cards: 2. Posters and Car Cards:
Chicago, South Shore & South Bend
Railroad, E. Frank Gardiner, Oscar
Rabe Hanson (deceased), medal and
Barron Collier prize; R. H. Macy &
Co., Leo Rackow, first honorable mention; New York Central Lines, Adolph
Treidler, second honorable mention.
3. Black and White Line:
Marcus & Co., N. W. Ayer & Son,
Rockwell Kent, medal; Johns-Manville, Inc., Newell-Emmett Co., Sydney
E. Fletcher, first honorable mention:

Robert Reis & Co., Erwin, Wasey & Co., Rea Irvin, second honorable men-

4. Black and White Illustration: Gruen Watch Makers Guild, J. Wal-Gruen Watch Makers Guild, J. Walter Thompson Co., F. R. Gruger, medal; Chicago, Milwaukee & St. Paul Railway, N. W. Ayer & Son, C. P. Helck, first honorable mention; Robert H. Foerderer, Inc., The Eugene McGuckin Co., Walter Frank, second honorable mention.

mention.
5. Decorative Design:
Peerless Weighing Machine Co.,
Lennen & Mitchell, Inc., Guido & Lawrence Rosa, medal; Charles of The
Ritz, Frances Buente, Gustav B. Jensen. first honorable mention; F. Schumacher & Co., J. Walter Thompson
Co., W. D. Teague, second honorable
mention mention.

6. Photographs: The Fostoria Glass Co., N. W. Ayer & Son, Grancel Fitz. medal; Fruit Despatch Co., George Batten Co., Inc., J. W. Allison Studio, first honorable mention; R. H. Macy & Co., H. W. Scandlin, second honorable mention.

7. Typographic Page:

The Procter & Collier Co., honorable mention.



"In Mercy's Name . . . stop the presses!"

A 15-year-old boy had made a legal misstep. And the facts were in the newspaper's hands.

At one minute before the great presses had started their daily roar, the boy's father appeared at the editor's office and frantically begged that the story be killed.

"It's his first offense," he pleaded. "This story means nothing to the public, but it will put a life brand on my son. In mercy's name, give the boy a chance... and I'll make amends with those he's hurt."

The editor telephoned the press room. The boy got his chance—and made good. The sobering aftermath of his escapade took the kinks out of his character and made a man of him.

A newspaper should be fearless and thorough in its publication of the news. But it also should

be humane. It cannot conscientiously shield any adult, whoever he may be, if he makes a place in the day's news. But it may well afford to deal gently with the juvenile who commits his first minor indiscretion.

That has always been the editorial creed of the SCRIPPS-HOWARD Newspapers. Controlled from within, and independent of all outside ties, financial or political, these newspapers cannot be swayed from printing facts that the public is entitled to know.

But to this steadfast policy of printing all the news, SCRIPPS-HOWARD Newspapers make this exception—they delete the names of juvenile offenders, when the offense is palpably one of youthful mischievousness rather than of seasoned criminality.

NEW YORK . Telegram SAN FRANCISCO . News DENVER . Rocky Mt. News CLEVELAND . . . Peris WASHINGTON . News DENVER . Evening News BALTIMORE . . . Post CINCINNATI . . . Post TOLEDO . . . News-Bre PITTSBURGH . . Pres INDIANAPOLIS . Times COUL MBUS . . Cutzen COVINGTON . . Kentucky Post — Kentucky Edition of Cincinnati Post

SCRIPPS-HOWARD MEMBERS AUDIT BUREAU OF CIRCULATIONS



NEWSPAPERS

AND MEMBERS OF THE UNITED PRESS

ALLIED NEWSPAPERS, INC., National Representatives

250 PARK AVENUE, NEW YORK + CHICAGO + SEATTLE + SAN FRANCISCO CLEVELAND + DETROIT + LOS ANGELES

High mark!

Oral Hygiene's January-May advertising volume is the highest in the paper's 17-year history.

Oral Hygiene

Every dentist every month II16 Wolfendale Street, N. S. PITTSBURGH, PA.

CHICAGO: W. B. Conant, Peoples Gas Bldg., Harrison 8448. NEW YORK: Stuart M. Stanley, 62 West 45th Stuart M. Stanley, 62 West 45th St., Vane ST. LOUIS

EW YORK: Stuart M. Stanley, 62 West 45th St., Vanderbilt 3758, F. LOUIS: A. D. McKinney, Syndicate Trust Ridg., Olfre 43, AN FRANCISCO: Roger A Johnstone, 155 Montgomery St., Kearny 8086.



29 Rich Counties More than a million people

The G. C. O. M. (Great Central Ohio Market), with Columbus its trading center and Capital, is one of the most attractive fields in America for the sale of all kinds of Merchandise. The wealth of this territory is more than 2½ billion dollars.

Oue newspaper . . . The Columbus Dispatch, can give you the key to sales in this fertile terri-

During 1926 The Dispatch carried more agate lines of paid advertising than any other Ohio

The Dispatch, with a circulation of 106,814, reaches practically all of the worthwhile homes in Columbus and covers the great Central Ohio Market as no other newspaper even claims to do.

lispatch OHIO'S GREATEST HOME DAILY



What Is the Matter with Them?

The merchant tailor, we are told by the Merchant Tailors Society of the City of New York in an advertisement which appeared recently in the New York Times, "is an artist, not a tradesman.'

Um-m-m! May be. May be not. do not dispute the statement. But I take vigorous exception to the tendency in modern business which it reveals.

Nowadays, undertakers undertakers, they are morticians. Realestate men are not real-estate agents, they are realtors. Barbers are tonsorialists. And half the men in the United States who make livings by methods other than manual labor talk about "our profession" as if they meant it. Some of them do-that is the trouble.

The profession of salesmanship, the profession of aviation, the profession of traffic inspection (they used to call it "spotting"), the profession of draftsmanship, the profession of fingerprinting-Heaven help us!

What is the matter with these people? Are they ashamed of the business they are engaged in? would seem so. For this eternal striving to be taken for something they are not is evidence of inferiority, if ever there was one.

It gave me a thrill, the other night. to see a Grade A writing man like Elmer Davis refer to "my own business." He, if anyone, has a right to speak of the profession of letters. He knows better.

Profession! The word is discredited nowadays. I know a man who walks on stilts who talks of "my profession"!

The Mania for Speed

I wonder, sometimes, if we Americans do not place too high a valuation on time.

"Time is money," "This is my busy day," "Do it now," "To save time is to lengthen life"—these and similar sentiments have become a part and a very important part, of our business philosophy. With the result that most of the things we do are done in a hurry; and,

being done in a hurry, are not always done well.

Satisfaction, it seems to me, is more likely to come from doing a few things well than from doing many things quickly. That doctrine, I am well aware, is not popular; but the relatively few who live up to it have their reward.

This mania—for it is that—for speed is responsible for most if not all of the disagreeable features of American life. We "haven't time" to be civil. We "haven't time" to take exercise. We "haven't time" to think.

A Dying Art

In Washington, the other day, I had occasion to ask a policeman how to get to New York Avenue. "Two blocks straight ahead," he said, and he waved his hand in the direction we should take. Then-"But you ain't walking, are you?" Evidently, he found it difficult to understand that the middleaged, rather well-dressed couple who had asked him for information preferred to use their feet rather than a taxicab or a street car.

Later in the day, a similar inquiry brought a somewhat similar answer. The building we wished to reach was only a couple of blocks away, but the man we asked for information regarding the best way to get to it proceeded to tell us which car line to take.

Pedestrianism is fast becoming a lost art in this country. Which is one reason why the patent-medicine men are so prosperous.

Motor-buses

Occasionally, as I move 'round the country, I travel by motor bus. Almost every time I do so, I say to myself, when I reach my journey's end, "never again." For I find that whatever advantages the motor-bus offers are more than offset by certain disadvantages. Of these, the greatest is the fact that one cannot move from one's seat. The seats, themselves, are comfortable enough but who wants to sit in the same seat, however comfortable it may be, for three hours on end?

Then, too, the possibility of accident is ever present. I do not know that there is actually more danger in motorbus travel than in railroad travel. But there seems to be. For my experience has been, it is hardly possible to make a hundred-mile trip by motor-bus without having at least one "close call."



How Many People in 49th State Towns

\$25,000 or over?

Here's the List, as Estimated by Local Bankers Who Replied to Our Onestionnaire

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		ITTIMO12—			100
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	25	Mariana	8.0	KENTRICKY	
'harles		datuo sea M		VEHIOCK I -	
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can have just about what they want

YOU and I don't go around telling people "what we are worth." Even income is a matter between the individual and the Collector of Revenue.

But, if you want a reliable index to the wealth of a given community, just ask the local banker.

He knows. He can tell you just about what his fellow townsmen arc worth as individuals. And he is reliable . . . Also he is con-

Now The Globe-Democrat is pretty close to bankers in The 49th State. The officials of 80.1% of the banks in this market read The Globe-Democrat regularly.

So when we asked 49th State bankers to tell us the number of people in their towns who are worth \$25,000 or more, we received a ready response.

And here in the table above we show the figures as estimated for 178 towns in this wealthy market surrounding St. Louis.

Just glance at these figures and see for yourself what a market this really is.

The total number of people estimated to be worth \$25,000 in these towns is 22,645.

The circulation of The Globe-Democrat in these 178 towns is 40,003 daily and 51,515 on Sunday.

The significant fact is that people in The 49th State can have just about what they want. They afford good furniture. They drive automobiles. They can enjoy the possession of radio sets, pianos,

oil-burners, electric refrigerators.
And . . . This wealth is by no means confined to St. Louis. Living standards throughout The 49th State parallel those of the metropolis.

What influences the tastes and buying habits of these people?

One newspaper-and only one covers this market. The Globe-Democrat is the greatest single sales influence.

In 198 towns of 1000 population or over in The 49th State, The Daily Globe-Democrat reaches 20% or more of the families. And in 209 such towns The Sunday Globe-Democrat has similar coverage.

How about it?

Wouldn't you conclude that these people are well worth reaching with advertising in this economical and efficient medium?



Globe-Wemocrat The 49th State

The Newspaper of

F. St. J. Richards.....New York C. Geo. Krogness......San Francisco Dorland Agency, Ltd.....London

The Largest Certified HomeDelivered Circulation in Dallas

WITHIN the last four and a half years the homedelivered circulation of The News in Dallas has doubled. Nearly half of this tremendously significant increase has been made within the last year.

Today in the favor of the homes of Dallas The News takes first place. Unequaled in character and completeness; unapproached in popularity and prestige; unchallenged in its morning-time acceptance by the undivided city.

The Dallas Morning News

Dallas is the door to Texas The News is the key to Dallas

How Remington Eliminated Waste in Direct Mail

[CONTINUED FROM PAGE 34]

constantly within the range of our fire? The answer is: Through the cooperation of the salesmen. We have a small army of salesmen, nearly one thousand in the United States alone, and every one of them is supposed to report every "live" prospect he finds to the home office. The process is simple: A small card, known as the "salesman's advertising order slip" is used. On it is written the name and address of the prospect, the salesman's signature, and the kind of advertising matter to be sent. Some additional comment is needed on the latter point, for we now have nearly forty distinct classifications of direct mail advertising matter, with an average of three or four mailing pieces under each classification.

The Remington line is noted for its completeness; it includes a machine for every purpose. Comprised in it are standard typewriters, tabulating typewriters, noiseless typewriters, electric typewriters, segment-shift typewriters, portable typewriters, and billing and bookkeeping machines of every description, together with a complete line of typewriter supplies. In addition to these numerous separate items, there are also separate classifications according to the exact purpose for which the machine is intended. We have about twenty different direct-by-mail classifications under the division of bookkeeping and accounting machines alone.

This intricacy, however, is made simple from the standpoint of the salesman. All of the thirty-odd classifications are listed on the salesman's advertising order slip and it is only necessary for him to check the one on which the advertising is to be sent. The mailings begin at once and continue every few days until completed, when the slip is returned to the branch office. The slips are returned as evidence that the advertising has been mailed as requested, and as a reminder to the salesman to follow up the prospect.

A question I have often been asked is whether or not it is compulsory with the salesman to send in these advertising order slips. A number of years ago we had a rule that required him to send in a given number of slips every day. This rule, after a fair trial, was abandoned for what appeared to be sound reasons. Our experience proved that a salesman will do what he is made to do—at least he will go through the motions. But there is far less assurance under such a rule that the slips sent in will always represent real prospects. When this fact became evident, the compulsory rule was abandoned. We urge the use of the advertising order slip on every salesman; we constantly call his attention to its benefits, but the extent of his cooperation rests with his own free will. Only thus can we be assured that the order slips will include a sufficiently high percentage of real prospects to insure the efficiency of the plan.

Do our salesmen ever abuse this privilege? Indeed yes! At least they sometimes attempt to. Now and then a salesman will conceive the idea of using the advertising order slips for a general distribution of circulars in his territory. Such attempts, however, never get very far. A suspiciously large number of order slips from any one salesman, greater than any reasonable or probable number of real, active prospects, immediately attracts our notice, and a careful examination of the slips themselves nearly always confirms the suspicion. In all such cases the slips are returned.

I have been asked at times what evidence we have of the real efficiency of the system. If statistical evidence is meant, this brings up another interesting story. Some years ago we attempted to secure statistics on the subject. We required a report from every branch office on every prospect to whom advertising material had been sent. The reports showed a percentage of sales that was highly gratifying. The securing of them, however, involved a great amount of clerical labor, and the question finally arose of what, after all, these figures proved. We concluded that they proved little or nothing except that the great majority of our salesmen were conscientious in sending advertising order slips only for real prospects.

The truth is that the degree of help furnished by the advertising in closing every sale is something which cannot be reduced to statistics. Where two influences, the salesmen and the advertising, are both working together to the same end, it would take a profound psychologist to determine the relative percentage of credit due to each, in every given case. The salesman frequently does not know; even the buyer may not know. In proof of the latter statement, I invite the reader to think of anything he has ever done as the result of more than one influence. Can you always be sure in your own mind which of these influences was the determining one, or whether either alone could daim such arealit?

could claim such credit?

Our faith in the efficiency of the Remington direct mail system rests upon an entirely different kind of evidence; It is based primarily on the attitude of the salesman toward the plan. his voluntary cooperation with it, and the thoroughness with which it is used by a high percentage of our selling force. This cooperation, we believe, is due to the essential soundness of the plan and the salesman's experience of its helpfulness. "Efficiency" and "elimination of waste" are of course, relative terms when applied to any kind of advertising or sales effort. The 100 per cent efficiency that we hear so much about has never been claimed for either; indeed it can hardly be conceived of or defined in its application to such factors. We think it obvious

however, that a method which aims to

concentrate all its efforts on those who

ADVERTISERS SPEED UP

MANY advertisers who hesitated in the early months of 1927 are buying advertising now. More pages in The Digest were bought in April than in March and more than in April of last year, the gain being 12 pages, or 5797 lines.

Modern business is *elastic*.

It is quick to adjust itself to changing conditions.

And it has mighty servants like the telephone, the railroad, the telegraph, the radio, the cable, the printing press—and Advertising.

With the aid of intelligent advertising, industry can create a demand for new products and for new uses of old products. It can lead the people of the nation into new standards of living, supply

the urge for untried conveniences and luxuries.

The Digest is a medium that is quick and sure in its service. It is read the week it is received, and referred to again and again because it is a magazine of fact and authoritative news.

The readers' demand for news and the late editorial closing date necessitate spced. Advertising copy received in New York on Wednesday can be delivered *eight days later* to 1,400,000 homes in every community — the largest group of intelligent, alert, influential families in America.

Speed in editorial service makes The Digest the most necessary and informative of magazines.

Speed in advertising service has led it to adopt the slogan

Immediate National Publicity

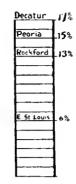
The literary Digest

Advertising Offices: NEW YORK · BOSTON · DETROIT · CLEVELAND · CHICAGO

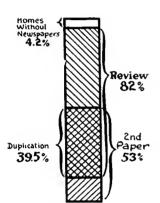
What telephones tell-

Telephone subscribers speak English and have reached an income level that denotes purchasing power for almost any advertised product. It is interesting, therefore, to make notes from the "Lord of Telephone Manor," published by the Literary Digest this year:

Outside of the Chicago district, there are only 5 cities in Illinois which exceed 50,000 in population, and their telephone subscribers range from 6% to 17%. Decatur is on top, with 17%.



What Review coverage covers



Exclusive Review coverage of Decatur homes, 42.5%.

Exclusive second paper coverage, 13.8%.

Duplication, 39.5%.

Homes subscribing to no paper,

Total Review coverage 82%.

The section of the city showing the greatest Review coverage (83%) is in the best residential district.

But in every section of the city. divided up as it is into newspaper routes, the REVIEW maintains leadership—even among the poorer classes and foreigners.

$\left\langle \overline{(ILLINOIS)} \right\rangle$



Send 10c for proofs 500 cuts and plans for making your ads pay better.

SELLING AID 616 N. Michigan Ave., Chicago

Folded Edge Duckine and Fibre Signs Cloth and Paraffine Signs Lithographed Outdoor and Indoor Displays

THE JOHN IGELSTROEM COMPANY
Massillon, Ohio Good Saleamen Wanted Massillon, Ohio



dex will be published and mailed to you.



are known to be interested, and relies for this knowledge on the personal contacts made by the salesmen, comes as near to the elimination of futile or misdirected effort as is possible in the case of any direct mail system.

Now I come to a fact concerning our

system which I believe is of unusual interest. Our records of the number of salesmen's advertising order slips received through all of our branch offices in the United States under every classification are complete for a period of eleven years, and the monthly totals have all been charted for ready reference. When this chart is turned upside down and read from right to left the curves tend to follow quite closely the curves of our gross volume of business for each month of this eleven-year period.

This remarkable inverse parallel was noticed before its significance was fully realized. The explanation, however, is simple: This chart is a fairly accurate barometer, not of sales—but of their exact opposite; namely, sales resistance, and, incidentally, of sales effort to meet the resistance.

This parallel reveals the fact that the salesman's use of the advertising order slip is conditioned by his needs, as he understands them. When business is understands them. When business is good and sales come easily and rapidly, the salesman feels less need of the advertising order slip and is less inclined to devote the time to the filling in of them that the work necessitates. The moment, however, that the man on the firing line begins to feel the stress of stiffening buyer resistance, he at once begins to send in more advertising order slips. These slips are the salesman's S O S for help.

This unfailing barometer of sales resistance has a double value. It informs accurately concerning business trends even before they become obvious in actual sales figures. Better still, it solves a problem which is always present with every advertiser: How to keep advertising effort always exactly adjusted to actual needs. Under this method the adjustment is automatic. We do not have to decide the question of when or where more direct mail matter is needed, for this decision reached us through the collective voice of a thousand salesmen: and that applies to every individual classification. The rise or fall in the volume of advertising order slips under each classification talls are infallible, how the fication tells us infallibly how the salesmen are directing their sales efforts and where they are able to apply them most effectively.

Conybeare A. B. C. Director

S. E. CONYBEARE, advertising manager of the Armstrong Cork Company of Lancaster, Pa., has been elected to fill out the unexpired term of B. H. Bramble as a member of the Board of Directors of the Audit Bureau of Circulations culations.

Mr. Bramble's resignation from the board was simultaneous with that of his position as advertising manager of the American Chicle Company of Long Island City, New York. He will go into the advertising agency field with the Baker Advertising Agency. Ltd., Toronto, Canada.

Several new members have recently been elected to the A. B. C., notable among them E. I. DuPont de Nemours & Company, Inc., Wilmington, Del.

Announcement

FIFTIETH ANNIVERSARY NUMBER of the AMERICAN MACHINIST ten days ahead of the scheduled time of going to press. The capacity of our bindery is limited to a book of 644 pages, and this limit was reached ten days earlier than we anticipated.

• We regret that we were unable to carry in this number the publicity of those of our advertisers who made late application for space.





Inquiries cost this advertiser 12 teach!

Every one of the coupons in this pile was returned from a single advertisement of Soiesette in the December issue of MODERN PRISCILLA. Hundreds upon hundreds, thousands upon thousands, they rolled in to the American Bleached Goods Company. Until on January 22nd, when this picture was taken, they had mounted to 16,801. By April 9th they had increased to 18,572. Bringing the actual cost per inquiry down to 126!

If you want to carry your message inside the family circle, you can do it most effectively and most economically through the pages of MODERN PRISCILLA.

MODERN PRISCILLA

ARTHUR J. CROCKETT, Alvertising Director
470 Atlantic Avenue Boston, Massachusetts

—AND SO OUGHT YOU!

ADVERTISING AND SELLING 9 East 38th St., New York City Please enter my subscription for one year at \$3.00. □ Send bill □ Check attached.

Name Position

Company

Address City State 5-18-27

Hand-to-Mouth Buying and the Jobber

[CONTINUED FROM PAGE 23]

Graybar Company and Butler Brothers are examples of national jobbers who will survive because of the thoroughness of their local distributing system. But what of the future? Despite

But what of the future? Despite much testimony to the contrary, hand-to-mouth buying is probably only a temporary condition. It is due, primarily, to a receding price cycle and to fashion uncertainty. When the commodity market stops declining and fashion becomes more stabilized, it is likely that merchants will begin buying normally again. What will become of the jobber then? Will he be able to hold the prestige that he has recently gained?

That all depends on a number of things. The one principal obstacle in the way of successful prophecy is the fashion factor. If fashion continues to be the tyrant that it is at present, hand-to-mouth buying will continue, even though prices become stabilized. With style the controlling influence in merchandising and with the style cycle rapidly "evoluting", a retailer dares not chance buying goods in any considerable quantities.

Therefore, it is clear that if hand-to-mouth buying continues only because of the reign of fashion, the jobber will not be benefited as he is to-day, when price uncertainty is one of the principal causes of hand-to-mouth buying. In fact, it may be set down as undeniable that in those fields that are dominated by fashion, the jobber is going to have hard hoeing.

Where styles change as rapidly as they are at present changing in the women's apparel field, it is difficult to sell through jobbers. It is too slow a system of distribution. Even road salesmen are gradually being eliminated in this industry. They cannot cover the trade rapidly enough. Merchants dealing in these lines, who want to keep their stocks up to the minute, are obliged to maintain a resident buyer in their principal markets. It is the only way they can purchase satisfactorily under present conditions.

Even though fashion becomes better stabilized, it is unlikely that large stores will be content to buy style goods from jobbers, except possibly to fill-in. The reason is that the jobber's stock does not present sufficient variation.

riety.

Let us take handkerchiefs as an example. The writer of this article recently spent a day with a handkerchief buyer. The store that this buyer represents formerly bought the bulk of its handkerchiefs from a wholesaler. This particular wholesaler has long enjoyed the reputation of carrying the best general line of handkerchiefs in this country. While his line is just as good as it ever was, large buyers of handkerchiefs no longer find it advisable to confine their purchases to the exclusively. The buyer I accompanied buys handkerchiefs from about fifteen sources. Why? So as to give his handkerchief stock the variety snap and spice that is absolutely necessary in a style line today.

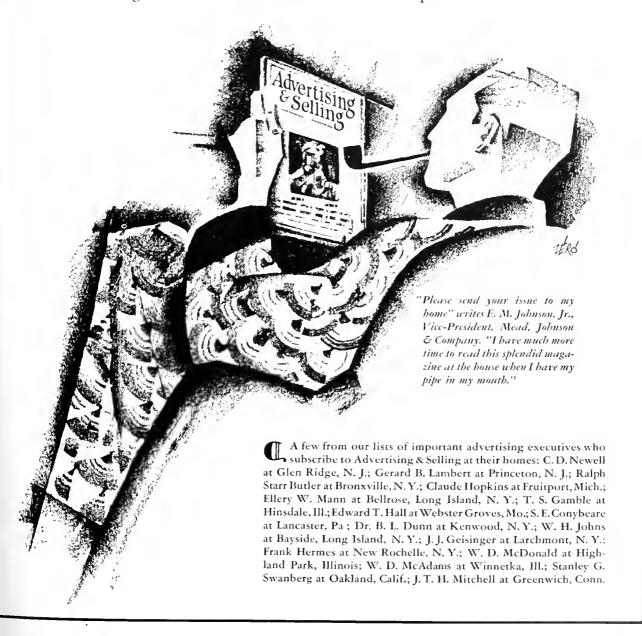
essary in a style line today.

So long as this kind of buying con

4 an advertisement by e. t. gundlach, gundlach advertising co.

"WITH MY PIPE IN MY MOUTH"

(I, At what hour will he read your message? At 9:00 A. M. when the phone rings, when callers are waiting, when the desk is piled high with mail? Has your copy a fair chance to tell its story then? (I, Or will he read it during his leisure time at home when he peruses the pages of Advertising & Selling? That is when the executive is in his most receptive mood. Then your advertisement is a welcome friend—not an annoying interruption to the morning's mail and the multitude of his business responsibilities.





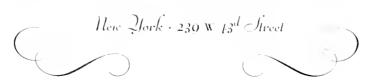
ARRANDIGANTORIGANTORICA

WE want an advertising salesman to work in the East who already has a record of making good. Industrial experience preferred. A man who can not only use his feet, but also his head. No one need apply who is not now making \$5,000 per year or over. Address Box 466, Advertising AND Selling, 9 East 38th Street, New York City.

Bernhard Cursire

This beautiful new Type face designed by Lucian Bernhard is now available on the Dimerican point body system

The BAUER TYPE FOUNDRY inc.



ASK FOR OUR PORTFOLIO OF SPECIMENS AND INSPIRATIONAL PRINTS

tinues, jobbers will have difficult competition. Fortunately, however, it is only in strictly fashion lines where these conditions prevail. In staple fields, such as groceries, electrical supplies and drugs, the jobber is bound to profit permanently from hand-to-mouth buying. Retailers, who had been getting away from the jobber, are once more getting acquainted with the advantages of the jobber system of distribution. They will never go back on the jobber again.

Three Stages of Electrical Advertising

[CONTINUED FROM PAGE 32]

house apparatus to executives, purchasing agents, engineers, radio fans, and similar potential buyers in every nook and corner of the land; and direct mail effort amounting to hundreds of thousands of personal messages to the key men of the central station industry, the transportation field, the steel industry—altogether to 30 different classes of customers.

Our newspaper advertising not only promotes the sale of Westinghouse products, but it is also of great value to the local electric light, power and transportation companies. A very fair proportion of our space is devoted in maintaining a feeling of respect and good-will on the part of the public toward their local electric utilities, for we realize that any effort we can make in advancing the electrical industry as a whole will reflect in increased Westinghouse business.

Since we believe our prosperity is linked with that of the local utilities in all communities we are very definitely taking the problems of these utilities in each community into our plans and are using such copy and public appeal as will render both the utility and ourselves a service.

I wish to emphasize that the outstanding features of our all-newspaper plan to reach the general public are flexibility and intimacy.

By flexibility I have in mind the opportunity afforded to positively regulate the advertising to fit the sales needs in the different territories. For example, fans being a seasonal article, the advertising in the different districts must be released when the weather is hot enough to sell fans. We all know that heat conditions are varying throughout the country and only by the use of newspapers can your advertising be regulated to fit into these conditions.

Another illustration might be that of street lighting. It is useless to advertise all over the United States street lighting, particularly when by using newspapers you can "spotlight" your advertising where street lighting is a possibility and the taxpayers able to support by taxation the expenses necessary to bring about this very much desired improvement.

Another illustration: Even though our plans were all set in the Southern cities where the devastating floods are now playing havoc, we were able to postpone the release of this advertising, knowing full well that the people in that section are not now thinking of rchasing electrical conveniences, but ther of real necessities. Later on we ill run this advertising, but it will be nen, in our opinion, the public is ready buy the articles we advertise.

By intimacy I mean having the name estinghouse recognized within comunities. It is one thing to know a me in a general way and it is another ing to have that name regarded as wing real local significance. West-ghouse products in so many direct in didirect ways affect everybody in a mmunity that it is very much to be sired that our identification in the city ill be known to the citizens of the mmunity. It is certainly the objecte of advertising to make known the ing we desire to sell and at the same ne to indicate where that article can furnished and serviced locally. The impaper plan makes it possible to acmplish both these things.

It will be seen, therefore, that this an of ours with its full page spread, carry the institutional and public retions copy interspersed with direct oduct copy, all carrying addresses de local identifications, accomplishes much to be desired objective in our se, at least—that of nationalizing delocalizing at the same time.

Economics of Consumer Advertising

[CONTINUED FROM PAGE 28]

ars, enormously expanded in the alm of what may be styled non-essendls. Our old friend the "marginal in" has no surplus for jimcracks. To in, the only important business of life to keep alive. With each rise in ecomic status, however, comes some engement of ideas of what is necessary sustain life; and what is more imprant, there is added also a new and oper surplus for non-essentials. So at when any country has such an expansion of earnings as has taken place the United States during recent ars this capricious will of the conmer to express his tastes gets very eat enforcement of buying ability and comes even more than otherwise efficies.

And then what? Like any other man impulse, it seeks expression. It es to market; or, in other words, it nts up the place where the products these Fordized producers are on sale the retail store. This conception of dern retail business gives reality to e idea of the modern market-place the point of meeting of two comrable forces—modern supply, the ducts of highly organized and powerl makers of goods, and modern dend, a temperamental but incessant pression of the individual tastes of llions of people who are "able, willing I ready to buy"—to quote the old al definition of a buyer.

Part of the consumer's expression of will manifestly is devoted to filling needs and part to gratifying his nts. Where the income is small, the ds take most of it—food, shelter and hing, all carefully bought, leave litsurplus for the supplying mere des. It is difficult to draw a sharp fixed line between needs and wants, the difference represents the con-

We Spend \$300,000 a Year

in direct-by-mail efforts to glean the one man out of a hundred who is financially able to read our magazine. Therefore, our 75,000 subscribers are the cream of the business men of this country and our publication offers the most economical means of placing your sales message before them.

MAGAZINEWALLSTREET

Member A. B. C.

42 BROADWAY

NEW YORK

No. 1 of a Series

SINCE the date of our first issue, May 9, 1923. Advertising and Selling has published more than 2000 articles dealing with the important phases of advertising and marketing. These articles have been classified according to their title, author and subject matter respectively, and they together with other sources of information comprise our reference library. Instead of hunting through back numbers for an article in question, you can save time by writing to us; when you are confronted with a problem, let us know, and we will try to give you immediate information on any subject within our scope. In order to enhance the value of this department for you, your inquiries are answered the same day that they are received, thus eliminating all possible delay. Use our reference library for prompt and accurate information. It is always at your service. Address Reference Library, Advertising and Selling, 9 East 38th Street, New York.



Rate for advertisements inserted in this department is \$3.00 per inch. Minimum charge \$1.50. Forms close Saturday noon before date of issue.

Position Wanted

We know a man who will be a valuable addition to the staff of some agency or advertiser, and who will bring to the new connection that he now seeks these qualifications: Seven years' training with nationally-known corporation, as executive in purchasing department. Experienced in purchase of art work, engraving, typography, printing and lithography, and in copy and layout work. Thorough knowledge of paper stock, envelopes, hags, shipping cases, containers, etc. He is a native American, age 29; university graduate, Protestant, married. He will go wherever opportunity warrants. If you know who might profit by the services of this man, fuller details may be had by addressing Box 463, Advertising & Selling, 9 East 38th St., New York, N. Y.

SALES executive who has successfully organized SALES executive who has successfully organized and trained numerous selling forces desires congenial, permanent connection; thoroughly experienced in high grade specialty selling using the one-call method, merchandising and advertising; age 36, Christian, married; bank, character and husiness references. W. S., care McKenna-Muller, 44 Court St., Brooklyn, N. Y.

ADVERTISING SALESMAN

with a downtown office in Chicago wants a live publication to represent in the Middle West. Over twenty years' metropolitan newspaper and trade paper experience. If you want a man who is a builder of profitable business, write me. My record will hear a strict investigation. Address Box 458, Advertising & Selling, 9 East 38th St., New York, N. Y.

Help Wanted

WANTED A CAPABLE SALES CORRESPONDENT

(With an engineering background)

A solidly established corporation whose products are used in more than 50,000 metal working plants and distributed through 600 jobbers of bardware and factory supplies, needs a capable sales correspondent.

sales correspondent. We want a man between 30 and 35 years of are who has had some shop experience and has sold industrial products on the road. If he has done insisionary work with jobbers' salesmen, so much the hetter. He must be willing to travel part of the time and the rest of the time he will assist the sales manager in the New York office. The right man will be paid a good salary with plenty of opportunity for advancement. If you are such a man write us in detail about your past experience and connections. Mention the salary you want. Address Box 467, Advertising and Selling, 9 East 38th St., New York City.

PRINTING SALESMAN who lacks "talking points" in present connection can locate with organization capable of helping him increase income. Drawing account to man with following. Address Box 465, Advertising and Selling, 9 East 38th St., New York City.

Help Wanted

Wanted: Sales representative in eastern territory for practical, popular, nationally advertised salesmen's portfolios. Our product is being purchased by thousands among firms with large sales forces. To a reputable man calling on such firms we will give an exclusive territory on a profitable commission basis. Leads furnished. All correspondence held in strict confidence. Box A. Advertising and Selling, 1328 Peoples Gas Bldg., Chicago, Ill.

Multigraphing

Quality and Quantity Multigraphing, Addressing, Filling In, Folding, Etc. DEHAAN CIRCULAR LETTER CO., INC. 120 W. 42nd St., New York City Telephone Wis. 5483

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19 Park Place, New York City JOHN F. FITZPATRICK, Proprietor

For Sale

For Sale: A complete set of Bound Volumes of Printers' Ink Weekly from October 3, 1918, to September 28, 1922, in good condition. Volume numbers 105 to 120. Price for sixteen volumes \$30.00. Box 456, Advertising and Selling, 9 East 38th St., New York City.

For sale—Bound Volumes (5) of Printers' Ink Monthly from December, 1919, to May, 1922. In perfect condition. Price for the set, \$15.00. Box 464, Advertising and Selling, 9 East 38th St., New York City.

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Productive Sales Literature. Sales letters, \$3.00: 3x6 circulars, \$2.00; 6x9 circulars, \$5.00; 2 inch display, \$2.00; classified, \$1.00. Branch office service and mail address, \$5.00 monthly. Forwarded daily. Circulars, booklets, samples, etc., distributed house to house, \$3.50 per thousand. Address the Egyptian Exchange, Barclay, Fairtield, Illinois.

Miscellaneous

BOUND VOLUMES

BOUND VOLUMES

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BINDERS

Use a binder to preserve your file of Advertising and Selling copies for reference. Stiff cloth covered covers, and die-stamped in gold lettering, each holding approximately ⁹ issues, \$1.85 including postage. Send your Check to Advertising and Selling, 9 E. 38th St., New York City.

trast between a meagre and a richer life-from the standpoint of the purchaser of consumer goods.

The big task of advertising is to select from the entire population with as little waste as possible those people who are able to buy and to make them willing to buy when they are ready, or, in some cases, to stimulate both willingness and readiness.

Is this, then, altogether reprehensible? Is it the task of advertising only to notify, and not to persuade? Is it an economic superfluity in present-day life?

We do not buy as a result of a majority vote; we buy as a result of individual decisions. These often are shaped largely by the opinions of others, they are restricted by what is made accessible to us; but, finally and always, they are our own individual decisions. No change in conditions of production, distribution or of living has altered that fundamental fact.

Under simple conditions of supply and demand, these choices are influenced by the impact of the personality of the seller directly on the personality of the buyer and resulting in a "meet-ing of minds." Under conditions of large scale production and distribution, this direct contact between producer and consumer is difficult to achieve. And yet the underlying nature of the task of selling makes the final act of purchase the result of a decision which is as rigidly individual as it ever was, although it may be subject to certain mob psychology influences.

One of the most important features of these direct contacts between producer and those consumers who are in process of decision to buy is the guarantee of integrity which such contacts make easy. The need for a guarantee of integrity is even greater under complex than under simple marketing conditions.

In frontier days, when one man bought a horse from another, each accepted the other as an expert in knowledge of horses; each recognized the necessity for keeping his wits about him, and each accepted as a matter of course the full measure of chagrin or loss due to a lapse of vigilance on his own part. But actual lying or dishonesty on either side became a mortal matter.

By way of contrast, under present conditions, the producer knows all about his product, the consumer knows nothing, and the distributer knows as much as he cares to find out. Nor is it expected that consumers can become even passably expert buyers of more than a few of the articles they must constantly be purchasing. Hence, it is no idle platitude to say that more than ever before the consumer, in making his decision on what to purchase or whether to purchase or not to purchase, is obliged to depend on contact with some one who knows. Under these circumstances, what can be more useful to him than honest statements of these facts about the goods which will help him to intelligent purchase? And who ean better supply these facts than the one who knows them and is willing to assume responsibility for what he says?

This is the great service of advertising. It establishes for the consumer by a cheap, swift and effective method a contact with trustworthy sources of useful suggestion and real knowledge in countless purchases, by the help of ich these purchases can be made with arrance. The actual decision to puruse is his alone; without the decision are is no willingness to buy. The adom of the decision on evidence essarily incomplete, is uncertain.

There clearly is a real economic gain the consumer in making his decins to be able to get suggestions and owledge from those who know the th about the goods to be bought, and ose real success as producers or disbutors depends on their telling the

th about them. Advertising looked at this way is n to be a device for saving elfort and t in establishing contacts valuable the consumer. These contacts not y stimulate his desires to purchase ording to his ability, but direct him forming those decisions about his chases which make up "demand." e main task of advertising is to help tore the balance between supply and nand, and at the same time to make nand more intelligent.

leveland Industrial Group Elects

HE Industrial Advertisers' Division of the Cleveland Advertising Club

d its May 6 meeting in the ballroom the Allerton Club residence. Exlent addresses were delivered on live vertising topics by C. W. Dunlap, e-president in charge of sales of the nerican Multigraph Company, Cleved, and A. C. Nielson, president of A. C. Nielson Company, Chicago. Election of officers was held, and following executive committee was osen for the coming year: president, orge H. Corey, advertising manager, eveland Twist Drill Company; vice-sident, Paul Teas, president Paul as, Inc.; secretary, C. B. Cook, adtising manager the Elwell Parker mpany; treasurer, Theodore Ball, eodore Ball & Associates.

Convention Calendar

May 4-28—Sixth Annual Exhibition of Advertising Art, held by the Art Directors Club at the Art Center, 65 East Fifty-sixth Street, New York City.

May 16-18—Spring Convention of The Associated Business Papers, Inc., French Lick Springs Hotel, French Lick Springs, Ind. May 22-25—Fifth Annual Conven-tion of the Insurance Advertising Conference, Hotel Bond, Hartford, Conn.

MAY 25-27 — Fourteenth National Foreign Trade Convention of the National Foreign Trade Council, Hotel Statler, Detroit.

JUNE 13-15—Sixth Annual Convention and Exhibit of the National Industrial Advertisers Association. Hotel Statler, Cleveland, Ohio.

JUNE 13-16—Thirtieth Annual Conventional Convention

JUNE 13-16—Thirtieth Annual Convention of the International Association of Displaymen, Hotel Statler, tion of Detroit.

JUNE 26-30—International Advertising Association Convention, Denver, Colo.

SEPT. 12-15—Annual Convention of the Financial Advertisers' Associa-ion, West Baden, Ind. OCTOBER 19-21—Direct Mail Adver-ising Association Convention, Chi-ago.

Nov. 7-8—Eighth Annual Conven-ion, First District International Ad-ertising Association, Hotel Statler,

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The NEWS DIGEST

A complete digest of the news of advertising and selling is here compiled for quick and convenient reference & The Editor will be glad to receive items of news for inclusion in this department & Address Advertising AND SELLING, Number Nine East Thirty-eighth Street, New York City



CHANGES IN PERSONNEL—(Advertisers, etc.)

Name	Former Company and Position	Now Associated With	Position
Henrietta Trimble .	.Ogilvie Sisters, New York	.Primrose House, New York	.Adv. Mgr.
P. H. Whiting	.Henry L. Doherty & Co., New York, Gen. Retail Sales Mgr	.P. H. Whiting & Co., Inc., New York	. Pres.
D. H. Kelly	.U. S. Light & Heat Corp., Niagara Falls, N. Y Vice-Pres.	••	
J. B. Short	. Whitehead & Hoag Co., Newark, N. J., Gen. Sales Mgr		
Richard Boehm	. Whitehead & Hoag Co., Newark, N. J. Supt. of Lithographing & Printing		
Max Phillips	. Phillips-Jones Corp., New York, Vice-Pres Phillips-Jones Corp., New York, Pres Ketterlinus Lithographic Mfg. Co., New York.	. Resigned	Pres.
L. C. Hill	. Valentine & Co., New York, Automotive Dept. Sales Mgr.	York	
G. E. Crandell		Detroit	Ass't Sales Mgr.
Gates Ferguson	The Blanchard Press, Inc., New York	.B. F. Goodrich Rubber Co., Akron, Ohio	Mgr. of Nat'l Adv.
John Z. Heizer	Buckeye Soda Co., Painesville, Ohio, Sales Mgr.	Same Company	Vice-Pres. in Charge of Sales
A. M. Wade	D. M. Read & Co., Bridgeport, Conn., Adv. Mgr. Connecticut Light & Power Co., Waterbury, Conn., Adv. Mgr.		

CHANGES IN PERSONNEL—(Agencies, etc.)

Name	Former Company and Position	Now Associated With	Position
Don Francisco	.Lord & Thomas and Logan, Los Angeles	.Same Company	. First Vice-Pres. & Gen. Mgr. for Pacific Coast
Ralph S. Heaton	. Campbell Ewald Co., Inc., Mgr. Cincinnati Office	e.Prather-Allen and Heato Co., Cincinnati	
R. M. Alderman	.The Pompeian Co., Cleveland, Adv. Mgr	Fuller & Smith, Cleveland	.Acc't Executive
C. C. Wilmot	. McKinney, Marsh & Cushing, Inc., Detroit		.In Charge of New Business
C. S. McCracken	. Federal Reserve Bank, Cleveland, Editor of the Monthly Business Review	The John S. King Co., Inc., Cleveland	.Sales & Market Research
W. P. Dumont	The White Co., Cleveland, Adv. Dept	.The Electrograph Co., Detroit	. Sales Staff
L. Clyde Smith	. Robert Smith Co., Lansing, Mich., Mgr	. Grace & Holliday, Detroit	. Acc't Executive
C. W. Dunbar	.The Corday & Gross Co., Cleveland, Art Dir	.Same Company	. Vice-Pres. in Charge of Service
C. H. Lane	. Wales Adv. Co., New York, Copy	. Lyon Adv. Agey., Inc., New York	

K. H. Dav O'Connell-Ingalls Adv. Agey., Boston..... Doremus & Co., Boston.. Acc't Executive



Within 50 Miles of City Hall, New York

—The New York Times has a greater number of high quality readers than any newspaper, morning or evening.

—The New York Times made a greater gain in high quality readers in the past year than any newspaper, morning or evening.

In April, 1927, the average net sale (daily edition only) of The New York Times was 377,899 copies, a gain of 21,476 copies over April, 1926.

Of this gain 93 per cent. was in city and suburbs.

In April, 1927, the average net paid sale of the Sunday edition was 651,354 copies, a gain over April, 1926, of 46,670 copies.

Of this gain 82 per cent. was in city and suburbs.

The key to the market for advertised goods in New York is

The New York Times



Advertising • The NEWS DIGEST • Issue of May 18, 1927



CHANGES IN PERSONNEL—(Agencies, etc., continued)

			•
Name	Former Company and Position	Now Associated With	Position
R. D. Wyly	Tauber Adv. Agcy., Washington, D. C. Vice-Pres.		
E. B. Nattemer	Hahn-Rodenberg Agcy., Springfield, II	9	
F. H. McElhan	eyLesan-Carr Adv. Agcy., Jacksonville, F	FlaR. D. Wyly, Inc., Washington	
E. W. Parsons	Chicago Tribune, Adv. Mgr		Vice-Pres. & Western Mgr.
A. H. Packer .	Motor Age, Chicago, Associate Editor .	The Buchen Co., Chicag	co.Copy
A. L. Salisburg	Cleveland News, Cleveland, Editorial	Writer Lanyon-Bowen Service, Inc., Cleveland	
C. H. Smith	Powers-House Co., Cleveland, Account Executive	Paul Teas, Inc., Clevela Ohio	

CHANGES IN PERSONNEL—(Media, etc.)

Name	Former Company and Position	Now Associated With	Position
F. W. Lohr	. New York Evening Graphic, Adv. Dept	. New York Telegram	Adv. Staff
	Detroit Times, Adv. Dir		
	Franklin Simon & Co., New York, Comptroller		Dusiness Ingi.
			Treas.
E W Boyce	Building Supply News, Chicago Office	Same Company	11040
E. W. Boyce	Dunding Supply Tiews, Sineago Since Titte	New York	Eastern Mgr.
T S Hone	Elite Styles Co, New York, Treas		
	The New York Telegram, Classified Adv. Mgr.		Local Dienlay Adv. Mor.
	The New York Telegram, Local Display Adv. Adv.		Lucai Display Auv. Mgf.
b. b. reritz	Mgr		
I M Cyangaial	Erwin, Wasey & Co., Chicago, Acc't Executive	_	
J. M. Grassick	ETWIII, Wasey & Co., Officago, Acc t Executive	Graphic	Western Adv Mar
Oliver F. Everett	McCall's Magazine, New York, Ass't Pro. Mgr	-	
			Eastern Adv. Sales Stall
Charles D. Case	American Milk Products Corp., New York	. McCall's Magazine, New York	Acc't Puo Man
I Paymond Adams	New York World, Financial Editor		Asst 110. Mgr.
J. Raymond Adams.	New fork world, Financial Editor	New York	Adv & Rusiness Staff
I Pussell	New York Sun		Auv. & Business Stan
L. Russell		Telegram	Adv Staff
O. L. Price	Oregonian, Portland, Ore	0	
	Oregonian, Portland, Ore., Gen. Mgr		General mgr.
		. Kesigned	
Haroid Haii	Rocky Mountain News, Denver, Colo., Business Mgr	Now York Evening	
	Business Mgr	Telegram	Rusiness Mar
D. Aubreu	The Electrograph Co., Detroit	C.	Business Mg1.
D. Ausrey		Detroit	Sales Staff
John Scott	Cleveland Times		
	The American News Co., New York, Ass't	Cieveland Flam Dealer	Auv. Stan
M. A. Morrissey	Gen. Mgr	Sama Company	Vice-Pres In Charge of
	den. argi.		Operations
S. V. Farrelly	The American News Co., New York		•
	The Theretal Arend Con Aren Tolkinininin		Publicity & Publications
W. J. Spillane	.The American News Co., New York, In Charge	0	
	of Pacific Division	Same Company	New York Mgr.
E. C. Hensel	Merchandising Counsel in Los Angeles		
		trated Daily News	Adv. Mgr.

CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

Name	Address	Product	Now Advertising Through	
National Lamp Works Division				
			Maxton R. Davies Co., Cleveland	
		0	als Henry P. Boynton Adv. Agcy., Clers The Griswold-Eshleman Co., Cleve	

When Advertising Presents a Difficult Problem

ONE of the biggest of all trade problems has just become history. With a great trade baffled over how to approach a tremendous new market—it remained for the Company which had engaged the services of Picard, Bradner & Brown to reap the benefits of the solution.

Of the accompanying copy one of America's greatest editors wrote: "I think the second paragraph of the text is just about as adroit as anything I ever saw."

All "difficult trade problems" are relations under the skin. They require more thought per square inch than has ever before been devoted to advertising space.



PICARD, BRADNER & BROWN INC.

Advertising

Member of AAAA and National Outdoor Advertising Bureau
NEW YORK
16 West Forty-Sixth Street
Picard, Brown & Co., Inc., Statler Building



Women — when they smoke at all — quickly develop discerning taste. That is why Marlboros now ride in so many limousines, attend so many bridge parties, repose in so many handbags.

Marlboro Bridge Score sent free upon request.



PHILIP MORRIS & Co., L^{TD} Inc. 44 West 18th Street, Dept. E 12, New York



Advertising • The NEWS DIGEST • Issue of Selling • The NEWS DIGEST • May 18, 1927



CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS (Continued)

CHANGES IN A	GENCIES AND NI	EW ADVERTISING	G ACCOUNTS (Continued)
Name	Address	Product	Now Advertising Through
The Frostilla Co	Elmira, N. Y	Frostilla	. Lawrence C. Gumbinner Adv. Agcy., New York
King Manufacturing Corp		Equip	. The Griswold-Eshleman Co., Cleveland
The Luxurease Mfg. Co	Brooklyn, N. Y		. The Arthur Hirshon Co., Inc., New York
United States Quarry Tile Co. The International Silver Co		a Floor Base, Wall Tile William Rogers & Son	The Griswold-Eshleman Co., Cleveland
Runkel Bros., Inc., New York.	Massa Varile		Jan. 1, 1928
The National Woolen Co	Parkersburg, W. Va.	Chocolate, etcMen's Clothing	. Wm. A. Shaughnessy & Co., New York . The Joseph Katz Co., Baltimore t Hurja-Johnson-Huwen, Inc., Chicago
Oil Heating Institute	New York	Oil Heating Equip)-
The Regent Waist & Dress Co	••	Silverware	. Percival K. Frowert Co., Inc., New York
Inc	New York	Furniture	. Morton Freund, New York . Edwin Bird Wilson, Inc., New York
The Addison-Leslie Co The Rauchbach-Goldsmith Co		Everwear Wardrobe	. Frank Presbrey Co., New York
The Novo Engine Co	Lansing, Mich	Gasoline Engines,	. Frank Presbrey Co., New York The Buchen Co., Chicago
Airubber Corp	Chicago	Camping & Outdoor	. Hurja-Johnson-Huwen, Inc., Chicago
Norge Corporation	Detroit	Optical Goods Electric Refrigerators Brick	Reimers & Osborn, Inc., New York Brooke, Smith & French, Inc., Detroit Kling-Gibson Co., Chicago
port Co	Cleveland		
Assn		_	
England	Chicago	.Brick	
Hope Engineering & Supply Co	Mt. Vernon, Ohio	& Construction Engi-	
		neering	Rudolph Guenther-Russell Law, Inc., New York
Greater Detroit Campaign	Detroit, Mich	ing	McKinney, Marsh & Cushing, Inc., Detroit
The Martin Rockwell Corp. (Guney Ball Bearing Division)		.Ball Bearings	E. P. Remington Adv. Agcy., Inc., Buffalo
Newcombe-Hawley, Inc	St. Charles, Ill Bethlehem, Pa	.Real Estate	A. H. Fensholt, Chicago Williams & Cunnyngham, Inc., Phila- delphia
Longman & Martinez	New York	. Paints	Atherton & Currier, Inc., New York
The Health Products Corp	Newark, N. J.	Feen-a-mint	Williams & Cunnyngham, Inc., Chicago Olmstead, Perrin & Leffingwell, Inc., New York

NEW ADVERTISING AGENCIES AND SERVICES, ETC.

R. D. Wyly, Inc Washington, D.	C Advertising	R. D. Wyly, Pres.; E. B. Nattemer,
		Vice-Pres.; F. H. McElhaney, Treas.
Davis & Bridges Baltimore, Md.	Advertising	W. D. Davis and James W. Bridges
Herbert Chase		

When you think of America's Second Largest Industry— what textile paper comes to your mind?

You are right! And every textile manufacturer and mill man has the same answer.

LARGEST NET PAID CIRCULATION AND AT THE HIGHEST SUBSCRIPTION PRICE IN THE TEXTILE FIELD



Advertising • The NEWS DIGEST • Issue of May 18, 1927



PUBLICATION CHANGES AND APPOINTMENTS

Edward Lyman Bill, Inc., New York Publishers
The Brooklyn Standard Union, Brooklyn
N. Y
The Valley Daily News, Tarentum, Pa Has appointed Lindenstein-Kimball, Inc., New York, as its national advertising representative.
The Times Record, Fort Smith, Ark Has purchased the Southwest American, Fort Smith, Ark.
Telegram and Sunday Sun, Lawrence,
Mass
News, Kingston, N. C
The Times and the Register, Marietta.
Ohio

MISCELLANEOUS

The Harry H. Packer Company, Cleveland Outdoor Advertising	
The Prather-Allen Adv. Co., Cincinnati, Ohio	
The Aitkin-Kynett Co., Philadelphia Advertising. Agency	
Berkowitz & Proper and the Silver Press, New York	
Rudolf Mosse, Inc., European Advertising Service	1
S. S. Koppe & Co., New York Newspaper Representatives	e. 1
F. W. Miller Advertising Co., Chicago Name changed to Miller Advertising, Inc.	- 1

CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc.

	Advertising Ag	chere's and Services, I ablica	ctons, etc.	
Name	Business	From	To	
Criterion Adv. Co	Advertising	Fisk Bldg., New	York Graybar Bldg., 420 Lexington Ave., New York	n,
			New York67 W. 44th St., New York New YorkFrench Bldg., 551 Fifth Ave., New York	.,
	Advertising	Cal	San Francisc	
Carleton Cleveland	Advertising	1825 Byron St., C	hicago, Ill708 West Park Ave., Highland Park, Ill.	1
Associated Tile Manufacturers	Association of Tile I			1
	y Advertising Publication	32 North Ave., Ne	y York232 Madison Ave., New York ew Rochelle, 	
Z. L. Potter Co	Advertising		Ave., New York ., Syracuse,	
Irvin F. Paschall Co	Advertising		Ave., Chi- Adams-Franklin Bldg., Chicag	ĺ
		7 So. Dearborn St.	., ChicagoAdams-Franklin Bldg., Chicag w YorkGraybar Bldg., 420 Lexington Ave., New York	;
Miller Advertising, Inc.	Advertising	230 So. Clark St.,	Chicago35 East Wacker Drive, Chicago	



BEAUTIFUL SURFACES

In paper, as in beautifully finished merchandise advertised upon it, fine surfaces create an atmosphere of quality...

E don't think a woman can merely glance at a Carlin Bedspread and turn away. The lustrous surface catches the eye and holds it. So with the Carlin catalog, recently produced on Cantine's Ashokan. One casual look leads to a careful reading. Its physical beauty gives a lasting thrill of pleasure.

Literature that lacks this quality is several degrees worse than useless. If it fails to catch and hold attention and build favorable impressions, it is not an asset but a liability.

The slight extra cost of good coated paper is as nothing to other costs of printing and dis-

tributing booklets, catalogs or leaflets. Try a Cantine Coated Paper on your next reprint and notice the difference in results.

Having specialized on Coated Papers exclusively for nearly 40 years, and built up through quality and service the most extensive coated paper business in the world, the Cantine Mills can meet your requirements exactly. Local distributors provide quick deliveries on all stock items.

Sample book together with details of our prize contests will be mailed upon request (address Dept. 337).

THE MARTIN CANTINE COMPANY, Saugerties, N. Y. New York Office, 501 Fifth Avenue

Cantine's

COATED

CANFOLD

ASHOKAN MOLI ENAMEL BOOK Esopus

VELVETONE

LITHO C.1 S



m neet reget to be stage.

December 15th, 1926

Chicago Tribuns. Chicago, Illinois

Prising the States of lilinois, indiane, loss, Michigen and Micoomain, shows that, for the first eleves, michigen matths of 1925, we went well over the \$1,000,000,000 asrk.

This volues to very gratifying to ue and we feel that a substantial recognition is due your paper, and particularly your Merchandising Sar-vice, for the part you pleyed in securing these splea-did results.

It gives us real picture, there-fore to anclose our schedule in Rotogravure and Black-and-White for 1927.

The Sunday Tribune boosted sales for Canada Dry Ginger Ale. But it has been equally successful in increasing sales for machines, washing oil burners, a wide variety of food products, toilet preparations, etc. Glance over this partial list advertisers using 5.000 lines or more in the Rotogravure Sections of The Chicago Tribune during

Eolian Company-Duo-

Armour Soap Company— Dona Castile Soap

Aspirin (Sterling Products Company)—Bay-er's Aspirin

Bradley Knitting Com-pany—Knit Sweaters, etc.

Canada Dry Ginger Ala
—Ginger Ale

Chase & Sanborn-Coffee Colgate & Company - Ribbon Bental Cream Coral Gables — Florida Real Estate

Corn Products-Mazola Coty, Inc.—Perfumes
and Powders

Daggett & Ramsdell— Cold Cream

Eastman Kodak-Cameras
and Supplies

Fleischmann Company-

Frigidaire—Electric Re-frigerators

Andrew Jergens Co. -

Jas. S Kirk Company -- Soap (Jap Rose)

Lambert Pharmacal Com-pany—Listerine and Tooth Paste

Lehn & Fink — Pebeca Toeth. Paste The Miller Co.—Lamps

Paige Detroit Motor Car Company—Motor Cars Pepsodent—Tooth Paste Pond's Extract Company —Facial Cream

Procter & Gamble—Ivory Saap

R. J. Reynolds—Camel Cigarettes

Royal Baking Powder— Royal Gelatin E. R. Squlbb & Sons— Tooth Poste and Cod Liver Oil

Standard Oil Co.—Red Crown Gasoline

Studebaker Corporation of America — Stude-baker Cars.

Williams Oil-O-M at 1 e Corporation—Oil Heat-ers



CANADA DRY boosts Chicago Territory sales to one million dollars in two years! 55% of its campaign was Chicago Sunday Tribune Rotogravure

ANADA DRY GINGER ALE made its first appearance in the Chicago Territory a little over two years ago. This national distributor started its campaign in the face of strong local competition and set out to conquer the country, market by market, and zone by zone, using newspaper space almost exclusively. Their national appropria-tion runs into the hundreds of thousands, but they have used no national magazine space.

During 1925 and 1926 Canada Dry invested \$203,214 in Chicago newspapers. In The Tribune alone they spent \$111,567. Canada Dry sales soared to well over \$1,000,000! Here's how Canada Dry divided its appropriation in Chicago in 1925 and 1926:

| 1925 ond 1926 | Tribune | Rotogravure | S111,567.00 | The Neus | 22,395.00 | Herald and Examiner | 21,252.00 | American | 48,000.00 | Tribune | Rotogravure | S111,567.00 | All Other Papers Com-hined 91,617.00

During these two years Canada Dry spent 21% more money in Tribune Rotogravure than in all the other Chicago papers combined!

Canada Dry has scheduled 26,460 lines of Tribune Rotogravure for the first ten months of 1927, thereby manifesting their continued faith in the Chi-cago market and the strength of The Chicago Tribune.

Here's the story: Canada Dry came into Zone 7-a new market with a new product. A powerful advertising in-fluence was needed. The Chicago Sunday Tribune filled that role for Canada Dry.

"We feel," writes P. M. Boggs, vicepresident and assistant general manager of Canada Dry, "that substantial recognition is due The Chicago Tribune for the part you played in securing these splendid results. In placing Canada Dry on the market we have followed The Tribune's zone plan of merchandising, firmly entrenching our

position in one market before going on to conquer the next."

Canada Dry placed 100% of its Tribune advertising in the Rotogravure Picture Section of The Chicago Tribune.

The Sunday Tribune dominates an unusually rich and responsive area. Here is a tremendous market of cities and towns, closely grouped at the head of the richest valley in the world-an economic and geographic unit! Here 20,000,000 people live in a 200-mile radius. Their net income is eight billion dollars annually. And The Sunday Tribune is read by 60% of all the families in 1312 cities and towns in this 70ne.

Where Shall I Put My Advertising to Dominate Zone 7?

Leading National

Cost Per Milline

Weekly	Page	Rate
Cost of B. & W'. Poge	\$8,000.00	\$4.40
Tatal Circulation 2,724		
Circulation in Zone 7 478.	.468	
Chicogo Tribune	Cast Per	
Roto Sections	Page	Rote
Cost of Page—Picture		
Section	\$4,000.00	\$1.75
Magazine Section		1.33
Total Circulation 1,203		
Circulation in Zone 7.1,132.	.378	

And by Stotes Leading National Weekly		Chicago Tribune Circulotion_
186,283 68,172 56,045 112,086 55,882	Illinois Indiana Iowa Michigon Wisconsin	867,812 89,761 59,527 40,490 74,788
478,168		1,132,378

Men experienced in The Tribune plan of advertising and merchandising are at your service. They can show you how your national campaign may be extended forcefully by this newspaper. A letter or phone call will bring a Tribune man to your office.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER Circulation
Daily, 762,750; Sunday, 1,203,223

PUBLISHED FORTNIGHTLY



JUNE 1, 1927

15 CENTS A COPY

My Life in Advertising" By CLAUDE C. HOPKINS; "Twenty-one Ways to et Distribution" By J. A. Murphy; "Giving the Media Buyer a Chance to hink" By Lynn Ellis; "Telephotography, the New Advertising Tool" By H. Felix; "How Often Should Salesmen Call?" "News Digest" Page 90



Chicago Market Facts

The Chicago Daily News leads all Chicago papers six days a week in "Loop" department store advertising; in outlying department store advertising; in the total of all local advertising; in the total of all advertising.

Department Stores

In the first four months of 1927 The Daily News published 2,276,608 agate lines of department store advertising, or

1,540,521 more lines than the highest morning paper.

1,312,163 more lines than the next highest evening paper.

755,978 more lines than the highest daily and Sunday paper.

1,255,232 more lines than all morning papers combined.

1,034,675 more lines than all Sunday papers combined.

733,519 more lines than all other evening papers combined.

AND A VOLUME GREATER THAN THAT OF THE NEXT THREE WEEK-DAY PAPERS COMBINED

CAMPAIGNS succeed, campaigns fail. Why? True and untrue appraisal of the market, probably more than any other single factor.

The profitable market quickly defines itself.

Limitations of the market, geographical and internal, are quickly learned by the advertiser, especially by the *local* advertiser, whose finger is continually on the pulse of local conditions.

So closely does The Chicago Daily News adhere to the true Chicago market, its area and its constituency, that the most effective promotion of Chicago business is based upon Daily News advertising.

So attractive is The Daily News market that it invites to Chicago the most exacting of national advertisers, alert to profit by the experience of the local advertiser.



Member of The 100,000 Group of American Cities

Advertising Representatives: NEW YORK J. B. Woodward 110 E. 42d St.

CHICAGO Woodward & Kelly 360 N. Michigan Ave. DETROIT Woodward & Kelly Fine Arts Building SAN FRANCISCO C. Geo. Krogness 253 First National Bank Bldg.

AVERAGE DAILY NET PAID CIRCULATION FOR APRIL, 1927—442,577

Covering the Pittsburgh Market

GREATER Pittsburgh is the area designated as the A.B.C. city carrier district for Pittsburgh newspapers.

In this area, the population is 988,273. The district includes the nearest fifty-four boroughs and towns, many of the better residential districts now being outside of the corporate limits of Pittsburgh proper.

The Pittsburgh Press covers the Pittsburgh market, offering ample outside circulation and thoroughly blanketing the area known as "Greater Pittsburgh."

In Greater Pittsburgh, the Press reaches 86.1% of the homes daily and 80% of the homes Sunday.

In Greater Pittsburgh, the *Press* has 37,005 more net paid circulation, daily, than both the other evening newspapers combined—has 23,177 more net paid circulation Sunday than both other Sunday newspapers combined—has 6,223 more net paid circulation than both morning newspapers combined.

In the suburban area, the Press reaches more families than any other Pittsburgh newspaper and wields the strongest influence with the dealers in the outlying districts.

More and more, advertisers are using the PRESS exclusively in Pittsburgh. Because the PRESS so completely dominates the market, it has overwhelming leadership in linage, both local and national.



SCRIPPS - HOWARD

Pittsburgh Press

A Scripps-Howard Newspaper

Represented by Allied Newspapers, Inc., 250 Park Ave., New York Chicago Detroit San Francisco Los Angeles Seattle



First of all a great newspaper

WHEN newspaper men discuss the really great newspapers of America, THE INDIANAPOLIS NEWS is invariably included among the first ten.

High tribute as this is, of greater significance to advertisers is the unusual prestige of The NEWS in its own community and state. Throughout its fifty-seven years of honorable and faithful public service, The NEWS has always held the full confidence and respect of its readers—they admire its integrity, its fairness, its thoroughness, its intelligence.

Newspaper circulation can be forced by artificial stimulus—advertising volume can be gained by overbalanced selling effort . . . but all the gold in the land will not buy confidence built upon CHARACTER—it must be earned.



The Indianapolis NEWS solls The Indianapolis Radius

FRANK T. CARROLL, Advertising Director

New York: DAN A. CARROLL 110 East 42nd St. Chicago: J. E. LUTZ
The Tower Bldg.

Everybody's Business

By Floyd W. Parsons

Health to Mold Business

ANY industries now pursue practices that are destructive to health. Eventually those who follow this road will find themselves at odds with public opinion and will be forced to reform their ways. No factor affecting the course of business exerts such power and is so hard to oppose as the common desire on the part of the average citizen to preserve his physical wellbeing.

A growing appreciation of the necessity for moistening as well as heating indoor air in the cold months may likely force us to go back to warm-air heating in our homes and working places. It is difficult to condition air properly at a reasonable cost in any other way. Likewise the illuminants of the next generation will be selected largely for hygienic reasons, and whether this is

cold light produced by the electrically excited vapors of neon and nitrogen, or rays from a filament lamp in a special glass bulb which allows a desirable mixture of ultra-violet rays to pass through, the ultimate outcome will be a radical change in methods.

Man is an outdoor animal, entirely subject to the laws of nature, and is at present over-clothed and over-fed. He has given more attention to improving cows, hogs, hens, wheat and corn than his own species. With each passing year, the changing demands of life make it more difficult for us to move out into the sun and fresh air. Modern medicine and surgery alone are not sufficient to bring about our survival in this new and increasingly complex environment.

Since it is impossible for us to go to nature, science recognizes that nature must be brought to us. We work behind windows that shut us off from the health-promoting rays of the sun. Our engineers and chemists have undertaken to meet this situation and have now given us Vitaglass, which allows a large percentage of the ultra-violet rays of sunlight to pass through. I know people working behind windows of such glass and the benefits have already been demonstrated beyond doubt.

Race betterment is only just now commencing in real earnest. In no other field of activity are the possibilities so great. Our eyes are open to the folly of piling up dollars without storing health at the same time so as to perpetuate the ability to enjoy recreation. Out of the million people who die in the United States every year, more than 800,000 succumb to dis-



Measuring Street Noise in Washington

eases that are preventable. It is in this thought where lies the threat to the business man who does not comprehend the situation.

Not every health movement is merely a silly fad. In our excess of zeal to extend life, we naturally rush to extremes. Many a person should still be in possession of teeth, tonsils and appendix that need never have been removed. Twenty years ago Fletcherism was a fad, then calories, then raw food, then toxicosis. Each idea had merit, but it was foolish to accept any one as a complete answer to the diet question.

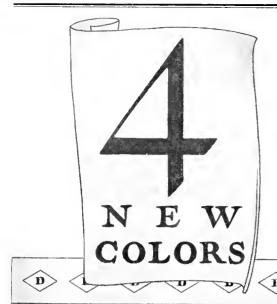
But terraced buildings in New York and other cities are not merely a fad. We will not turn our backs on the truth that sunshine in the streets below is absolutely essential. Armored corsets will not come back, and comfort and convenience will determine the future of bobbed hair and the length of women's skirts. If the makers of fashion

again decree the long skirt, it will be interesting to note the result of the conflict of opinion that will arise between our great and growing army of clear-headed business women and the ladies of leisure who may be alone in following the dictates of the arbiters of style.

There is now a far greater effort to stay well than ever before. More people are paying attention to danger signals. It is clear that nature nearly always tries to warn us in advance. Where there was one person submitting regularly to scientific urinalysis a few years ago, there are now a hundred and this indicates the trend of the day. The purification plant of the human body is the kidneys, and every drop of blood goes through this filter once every seven minutes, leaving poisonous material in the extracted fluid which is discharged later in the form of urine. In a near tomorrow, a regular 90-day urinalysis will be as compulsory on the part of every citizen as paying taxes. In short, more and more people will have a little professional chat with their doctors at regular intervals while they are still well.

No matter what may be our vocation, it is essential that we commence to think in terms of conditions 10 or 20 years from now. Cities like New York and Chicago are already worrying about measures to safeguard health in 1950. Chicago's sewage and sanitation program calls for an expenditure of \$120,000,000. More than 225 sewage treatment projects are under way in our country. Detroit's plans call for an outlay of \$101,000,000. And we are not going after this problem

[CONTINUED ON PAGE 62]



I Nileen Green

and Coraline (red) in

D&C DUCHESS COVER

I Mohawk Brown in

D&C BEN DAY COVER

and

The new Gray in D&C CANTERBURY



They're the same

D&C Quality Papers

Dill & Collins Co's.

Distributers

ATLANTA-The Chatfield & Woods Co. BALTIMORE-The Baxter Paper Company Boston-John Carter & Co., Inc. Buffalo-The Union Paper & Twine Co. CBICAGO—The Paper Mills Company CHICAGO-Swigart Paper Company CINCINNATI-The Chatfield & Woods Co. CIEVELANO-The Union Paper & Twine Co. COLUMBUS, OHIO-Scioto Paper Co. CONCORD, N. H .- John Carter & Co., Inc. DES MOINES-Carpenter Paper Company DETROIT-The Union Paper & Twine Co. GREENSBORO, N. C.—Dillard Paper Co., Inc. HARTFORO-John Carter & Co., Inc. HOUSTON, TEX.-The Paper Supply Co. INDIANAPOLIS-C. P. Lesh Paper Company JACKSONVILLE-Knight Bros. Paper Co. KANSAS CITY-Bermingham & Prosser Co. Los Angeles-Blake, Moffitt & Towne MILWAUKEE-The E. A. Bouer Company MINNEAPOLIS-Minneapolis Paper Co. NEW YORK CITY—Marquardt, Blake & Decker, Inc.

New York City-Miller & Wright Paper Co.

NEW YORK CITY-M. & F. Schlosser OMAHA-Carpenter Paper Co. PHILADELPHIA—The Thomas W. Price Co. PHILADELPHIA-Raymond & McNutt Co. Рипа —Riegel & Co., Inc. PITTSBURGH-The Chatfield & Woods Co. PORTLAND, ORE. - Carter, Rice & Co. PROVIDENCE-John Carter & Co., Inc. Richmono-Virginia Paper Co ROCHESTER, N. Y -Geo. E. Doyle Company SAN ANTONIO, TEX. -- San Antonio Paper Co. SEATTLE, WASH .- Carter, Rice & Co. St. Louis-Acme Paper Company St. Paul-E. J. Stilwell Paper Co. SALT LAKE CITY-Carpenter Paper Co. San Francisco-Blake, Mothit & Towne SAN FRANCISCO-General Paper Co. Springfield, Mass.-John Carter & Co.,

TACOMA—Tacoma Paper & Stationery Co.
TAMPA—Knight Brothers Paper Co.
WASHINGTON, D. C.—Virginia Paper Co.

OLOR that *enhances* rather than subordinates the message printed on the paper—that is the theory of all color in D & C papers. The four new colors are all of that type.

A soft copper-red is Ben Day Cover—Mohawk Brown. The new Gray in Canterbury Book is surprisingly "clean," so that color and type printed on it actually seem brighter than on white paper. Nileen Green and Coraline (red) in Duchess Cover also have this same characteristic.

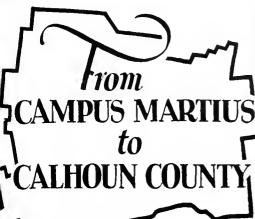
One of the greatest exemplars of and sponsors for intelligent use of the printed page is the American Type-founders Company. For their catalog of French Types, just coming from the press, they have used Canterbury Book in several colors. There could be no more severe test nor better demonstration of how D & C papers (in any color) increase the effectiveness of the printed page.

Ask your paper distributor to show you the color range of D & C cover stocks and D & C book papers—particularly the four new colors.

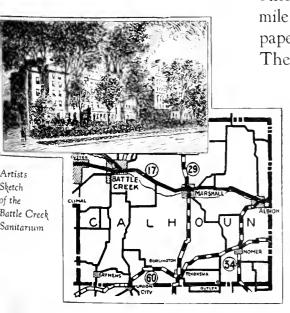
DILL & COLLINS

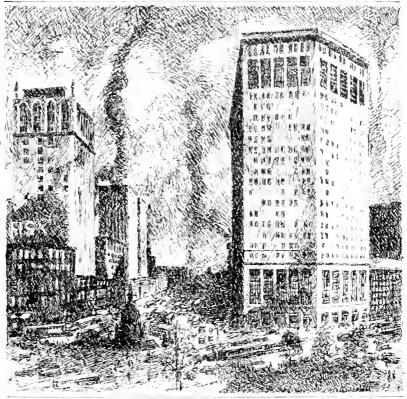
Master Makers of Printing Papers

PHILADELPHIA



T is no trouble at all for a man living in the shadow of the great breakfast food factories at Battle Creek to point the nose of his motor car Detroitward in the morning and be shopping in the vicinity of the Campus Martius in Detroit before noon. And hundreds of them do it daily, for Detroit is the buying center of an area in Michigan where every other home is a Free Press home.





The Campus Martius at Detroit

Detroit is no different from other metropolitan centers in America that draw daily tribute in terms of people, dollars, business, from the territory immediately contiguous—a fact of particular import to the national advertiser seeking the greatest possible extension of his selling influence in the Detroit market, at lowest cost.

Whether it be in Calhoun or in any one of the other twenty-four counties within the hundred mile area around Detroit, no other Detroit newspaper offers a coverage of the *entire* market like The Detroit Free Press.

Through The Free Press—the only morning newspaper—you reach three out of every four homes in the twenty-five best buying districts of Detroit and every other one of the 538,828 homes in the entire market.





RUE DE LA PAIX OF THE ATLANTIC

The immense foyer of the Ile de France giving entrance to an amazing variety of Smart Shops

BUT assuredly—the ring of dazzling little shops on the new *Ile de France*—it is already the foyer to the Rue de la Paix—the Place Vendome! Enchanting spots—what woman has not pictured herself slipping into a bewitching wisp of a Paris gown toying with the selection between two so engaging chapeaux-bringing home the most frivolous of boots. Paris-with every grand couturier staging a pageant of her newest inspirations for your approval!

Spend a few weeks there—races, theatres, cafés.
Then with your radiant new frocks descend upon the summer playgrounds. Deauville—for the Grande Semaine—all your world, all the smart world in holiday mood. Or South to Dinard, Biarritz, on the crest

of the vogue. And you are in France six days before you expected—on the "longest gangplank in the world". You recognize it immediately—that gay cosmopolitan air—verve and charm of life—most of all in those divine menus that never could exist outside of France. The new *lle de France*, the *Paris* and *France*—de luxe French Liners now link the old world and the new in a weekly express service to London and Paris...calling first at Plymouth, England, then Le Havre de Paris, while the four One-Class Cabin Liners go direct to Havre—where just an-

other gangplank leads to the waiting boat-train-no transferring to tenders-in three hours Paris.

My Illustrated booklets or information from any French Line agent or tourist office, or write to 19 State Street, New York City 🕊





. . . . hard hit

"Enclosed please find-"

In its May 16th issue TIME published a letter from a subscriber in the Mississippi flood district. Hard hit, he could not afford to continue his subscription. His letter was printed, without comment, among fourteen others on the Letters page. During the following week TIME subscribers, entirely unsolicited, sent in checks sufficient to keep the flood victim supplied with TIME for some four years to come.

Compare this letter to your advertisement. It was printed in 6-point type. It lacked headline, illustration, display—ranked zero in attention value. Yet TIME readers, close-scanning, sharpeyed, ferreted it out.

Over it TIME shed no editorial tear, asked for its writer no offering. Yet TIME readers, quick to act, took out

check books, wrote figures over signatures. Here was a sale without selling talk—a response without an appeal.

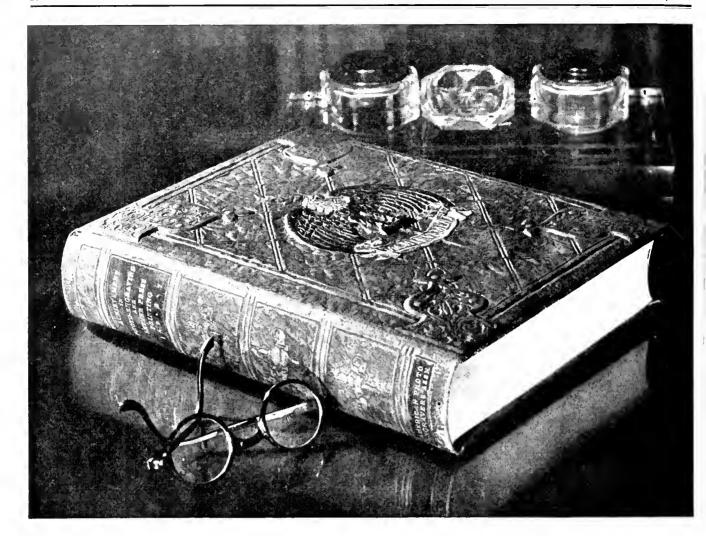
Important as showing how closely TIME readers scan its pages, how readily they respond to what they read, the flood letter incident also illustrates how much more than fair white paper blackened by printer's ink TIME is to its subscribers. TIME readers feel that a fellow reader deprived of TIME has suffered a real loss, demanding remedy. They come to regard TIME as one of life's near-necessities. That is why 95 per cent of them are mail-subscribers, why 76.2 per cent of the original 9,000 subscribers of four years ago are still on the books.

ROBERT L. JOHNSON, Advertising Manager 25 W. 45th St., New York City Main Office: Penton Bldg., Cleveland, O.

TIME offers you plus-135,000 week-in, week-out, cover-to-cover readers. They have money to spend, they have the willingness to spend it. For you with something to sell they constitute an ideal market. Perhaps that is why advertisers spending \$239,000 in TIME in 1926 are on their way toward spending \$200,000 in 1927. Already TIME carries more national advertising than any other national weekly with less than a million circulation.

TIME

To Press Tuesday -- THE WEEKLY NEWSMAGAZINE -- To Readers Friday



Achievement in Photo-Engraving and Letter Press Printing-1927

N ENCYCLOPEDIA OF FACTS, a Dictionary of Trade Terms and Phrases, a Compendium of Trade Customs, a Practical Treatise on Platemaking and Printing, a Comprehensive and All-Inclusive Exhibit of Photo-Engraving and Letter Press Printing and a Direct Guide to Results. A veritable Gold Mine of Suggestions and Inspiration. Of daily use and value to all men and women of importance in Art, Advertising, Publishing, Printing, Electrotyping, Paper Making, Ink Making and Photo-Engraving circles.

A Storehouse of Practical Information . . . A Gallery of Commercial and Fine Art . . . A Display of the Finest Examples of Photo-Engraving and Printing in America, with explanations of how each result was obtained. Of The production cost of this book is about \$75.00 per copy. The Sale Price is \$10.00, plus postage. Sold by advance subscription only. OThe publication of "Achievement" is an outstanding service to the public, made possible only by the liberal contribution of the members of the American Photo-Engravers Association and Allied Industries. Q Date of publication—About December 1, 1927. Size 10x13 inches. 700 pages. Weight 8½ pounds.

Order Your "ACHIEVEMENT" from Any PHOTO-ENGRAVER or ELECTROTYPER

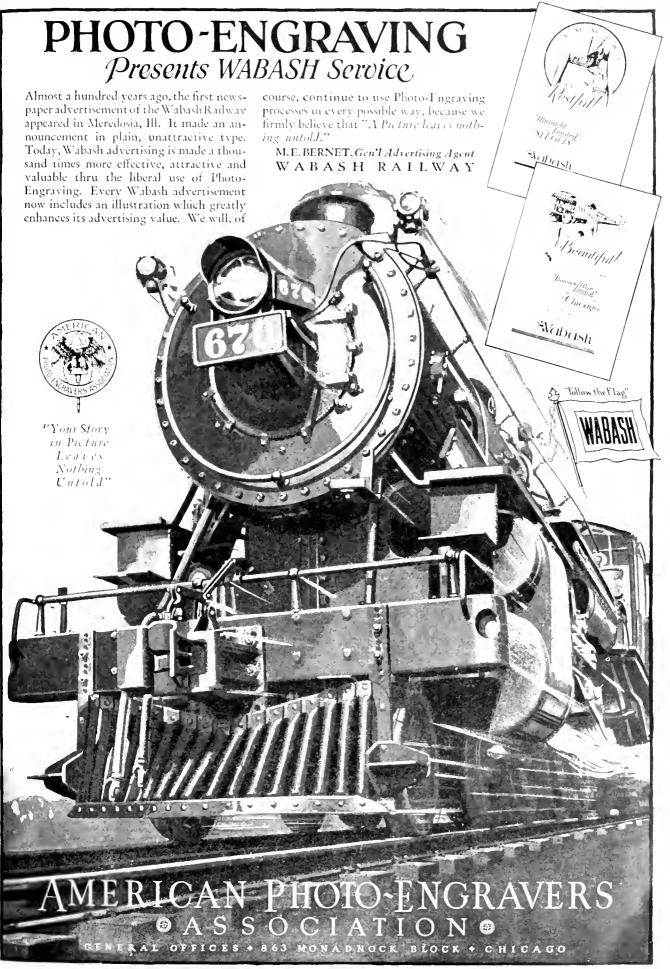
"YOUR STORY IN PICTURE (LEAVES NOTHING UNTOLD"



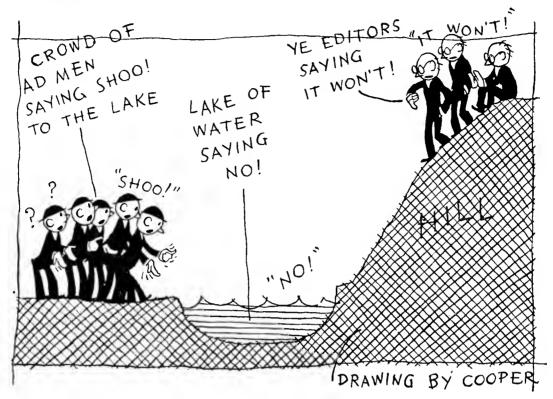
AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES .* 863 MONADNOCK BLOCK * CHICAGO

Copyright 1927, American Photo-Engravers Association



5 AN ADVERTISEMENT
BY T. L. L. RYAN, PEDLAR & RYAN, INC.



They seem to believe that water doesn't gallivant up bill

Advertising and Selling shines with an open and evident purpose to separate the Important from the Trivial.

A sense of proportion guides its editing. A sense of understanding distinguishes its articles and a regard for sound economics is the backbone of the book.

Beneath the temptation of the vapid puff, impatient with nebulous theory, it is free from those frequent advertising histories on "How We Pulled Ourselves Up by Our Boot-Straps."

It has the air of being open-faced and open-minded. It gives the sense not

of knowing everything, but of being interested in everything that its purpose and its plans embrace.

I like Advertising and Selling and I like it very much. It is thoughtful in its substance, well written in its manner, and free from bunk, palaver and the stilted phrases which sometimes take the place of thought.

There may be many things wrong with the advertising business, but Advertising and Selling is not one of them. Its "fiction content" is remarkably small. It's an excellent piece of work.

FOR THE STATISTICALLY MINDED: Founded as Advertising Fortnightly in May, 1923, the name was changed to Advertising & Selling upon purchase of that publication in 1924. In three and a half years its circulation has increased 128%. Its volume of business has increased from an average of 21 pages per issue in 1923 to an average of 59 pages per issue in 1926. It will continue to capitalize its courageous editorial policy and through able business management make further substantial progress in 1927.

THIS IS AN ADVERTISEMENT FOR ADVERTISING & SELLING

When volume stays up but profits come down —investigate Atlanta



WHEN slipping prices demand cuts in production costs which are impossible in your present location, it's time to find out what location in the Atlanta Industrial Area can do to bring dividends despite this situation.

Atlanta is the center of distribution for America's fastest growing market. The South is increasingly prosperous. Diverse industry, diversified agriculture, have created a resilient and soundly based region where once was utter dependence upon a single crop.

Production in the Atlanta Industrial Area is unusually profitable because of fundamental economies. Eager Anglo-Saxon workers offer tremendous savings because of their efficiency. Raw materials are plentiful at low prices, and within easy haul. Power rates compare with the

lowest in the country. Taxes are low. Building costs run from 20% to 35% under those in other sections. The list is long, the savings are important.

National conditions are such that production as well as distribution must be decentralized. Quick deliveries. Real cooperation with the trade. Service such as has never before been necessary. And if you are to get all the volume that awaits you in the South, you need a branch in Atlanta.

The Atlanta Industrial Bureau is organized to prove the point. Without charge or obligation, a careful and complete survey will be made, showing all factors as they relate to your business. All correspondence will be held strictly confidential, and all data will be thoroughly authenticated.



Write INDUSTRIAL BUREAU

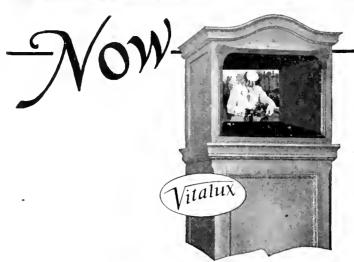
Chamber of Commerce

ATLANTA

Industrial Headquarters of the South

Send for this Booklet

The actual experiences of nationally-known concerns in Atlanta, and a thoughtful review of this city's many vital advantages as an industrial location. Sent free.



Automatic Motion Picture Advertising

On a Definite Circulation Basis

MOTION Picture Advertising is now being planned with the same efficiency as newspaper, magazine or bill-board campaigns—reaching thousands or millions as your plans require—on a definite circulation basis.

Vitalux controls strategic locations in the Greater New York Market as well as in the Metropolitan districts of the leading buying centers—giving manufacturers direct or through their dealers, intensive sales cooperation for special merchandising activities or crystallizing national advertising into local cash sales.

The Vitalux Daylight Automatic Motion Picture Advertising Projector is more than an advertising medium—it is a sales creating unit that shows with real motion pictures your goods in actual use—and is guaranteed to run continuously without an operator. The Vitalux Patented Safety Film cannot break or stick, or in any way interrupt continuous positive projection.

The Vitalux Projector is encased in a beautiful cabinet, in sizes to meet any location requirement, blending in with the advertiser's displays—completing the entire tie-up of the manufacturer's goods with local buying desires that insure rapid turnover and reduced selling expense.

Vitalux Service is complete from production to projection. Vitalux rates—weekly, monthly or yearly include all service items, as follows:

- Reducing your present film on to Vitalux Special Safety Film.
- Planning Complete new picture for advertiser.
- 3. Making the motion stills from the advertiser's own display material.
- Installation of Vitalux Automatic Cabinet at location.
- 5. Cooperation by expert display men to insure perfect advertising tie-up.
- 6. Daily check up of display with circulation.
- 7. Complete change of films and stills on prearranged schedule.
- 8. All mechanical details oiling and cleaning.
- 9. Guaranteed uninterrupted projection.
- 10. Low cost per prospect reached.

We assume full responsibility for any size schedule your plans call for. You do not invest in any equipment. You have no service details to bother with. Our service organization operates on a definite systematic plan. Write for rate card and literature giving the complete story of Vitalux Automatic Daylight Motion Picture Advertising Service. Phone or write for our representative.



A Complete Industrial Motion Picture Production Service

We study your product to bring out its dramatic sales features and produce a picture with a definite sales creating message. Our scenario writers combine advertising and motion picture experience. Our directors and cameramen are specialists in dramatizing the use of commercial products. We own and operate our own studio, complete with sets and lighting equipment-our own laboratory for developing and printing standard or narrow gauge film, in charge of motion picture chemists-our own title editors and

We furnish definite circulation channels for your industrial, advertising or propaganda films according to your market. Let us figure on your next production. We guarantee every foot of our work.

Automatic Movie Display Corporation

130 WEST 46TH STREET, NEW YORK

Bryant 6321

million in the second

THE PERSON NAMED IN

DOLLARS

In Motion

Ve realize today that rosperity is not merely ealth, or goods, or high ages. It is money in etion, exchanged for oods. Securing proserity by advertising for t is at least as certain as ecuring any other conerted action by the same neans. When everybody s pessimistic, business s bad. When everybody s optimistic, business is good. Business continues Ammin o be good as long as people think it is. If they continue to think it is, s they continue to want

notor cars and silk stockings, then busiless cycles of alternating good and bad imes will become as obsolete as bicycles.

For years it was believed that depressions were inevitable. They were known as "hard times", and accepted as acts of God.

This was simply the result of a state of mind. Banish the state of mind, keep up the brisk exchange of dollars for goods, and prosperity cannot possibly fold its tents and depart.

The exchange of dollars for goods a beautiful thought for the manufacturer to contemplate! No wonder he seeks means to capitalize this exchange, and finds ready at hand—advertising.

CALKINS & HOLDEN, Inc.

247 PARK AVENUE · NEW YORK



Some women, of course, are born flat-footed. Many homes cannot bring themselves to part company with the golden-oak dining-table and the Mid-Vic settee. Purses differ in their bulge. But make no mistake about this—American women are born with a sixth sense of the ultramodern, the voguish, the truly beautiful.

George Batten Company, inc.
in Printers' Ink

The "Sixth Sense" Audience is Large-

= = and it is constantly increasing

HY not? America's getting richer, incomes are growing, entirely new standards of taste and luxury are spreading.

The time was ripe for such a magazine as the new Delineator.

In the new Delineator, the woman with a sixth sense for what is stylish, for what is good, for what is beautiful, finds both answer and guidance for her ever widening demands.

Delineator is a practical magazine, eminently so. In its pages the latest

recipe for some piquant dish follows the most recent frock from Paris. The newest idea in interior decoration is presented as interestingly as some very sound psychology on child training. Advice about the care of the complexion precedes a scientific study of the proper use of the automatic refrigerator. And so on.

But Delineator is smart, up-to-date, as well as practical. In fact today, a magazine must be smart to be practical for these modern women—these women with a sixth sense whose number is so constantly increasing.

And every month more advertisers are cooperating with Delineator in its purpose—to Further the Art of Gracious Living



Enablished 1868

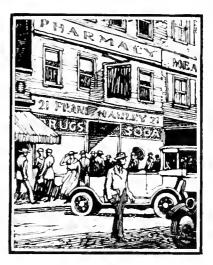
THE BUTTERICK PUBLISHING COMPANY

Advertising & Selling

VOLUME NINE—NUMBER THREE

June 1, 1927

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THE problem of getting satisfactory retail distribution has proved vexing to many a manufacturer, particularly if he is trying to launch a new product into the channels of an already crowded trade. In this issue John Allen Murphy has worked out a descriptive tabulation of twenty-one outof-the-ordinary retail outlets which are generally left out of consideration by the sales manager. Through the cultivation of these, according to Mr. Murphy, a really fine sales volume may be gradually built up.

M. C. ROBBINS, PRESIDENT

J. H. MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Caledonla 9770

NEW YORK: F. K. KRETSCHMAR CHESTER L. RICE

CHICAGO: JUSTIN F. BARBOUR Peoples Gas Bldg.; Wabash 4000 NEW ORLEANS: H. H. MARSH Mandeville, Louisiana

CLEVELAND:
A. E. LINDQUIST
405 Swetland Bidg.; Superlor 1817

Lonron: 66 and 67 Shoe Lane, E. C. 4 Telephone Holborn 1900

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Every Essential Requirement

It is not enough just to reach large numbers of people with your sales message—although numbers are important. (Cosmopolitan reaches more than a million and a half families monthly.)

It is not enough to select just the best families out of the 26,000,000 in the United States—although that too is desirable. (Cosmopolitan selects a great group of worth-while families whose tastes demand the better things, who place quality above price, leaders in their communities who influence what their neighbors buy.)

It is not enough to direct your advertising message with bullet-like precision into the most worth-while markets—although that is a matter of common sense economy. (A full 90% of Cosmopolitan's families are concentrated in the important marketing centers.)

Cosmopolitan meets all these requirements—and more.

It will carry your advertising message into large numbers of worthwhile homes in the marketing centers under the most favorable conditions.

In the pages of their favorite magazine, filled with the stories of the world's best writers; so good, it must be read; so much, that it is bound to be read again and again; such a wide variety it is sure to attract every reading member of the family.

Cosmopolitan is thus seen to meet every requisite of a primary advertising medium for quality products.

5

Let a Cosmopolitan representative give you further facts.

Advertising Offices

326 West Madison Street CHICAGO, ILLINOIS

119 West 40th Street NEW YORK CITY 5 Winthrop Square BOSTON, MASS.

General Motors Building DETROIT, MICHIGAN

625 Market Street SAN FRANCISCO, CAL.

Advertising & Selling

FREDERICK C. KENDALL, Editor

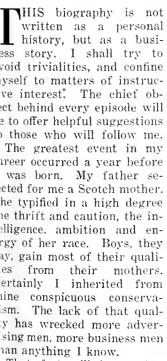
Marsh K. Powers Contributing Editors: EARNEST ELMO CALKINS ROBERT R. UPDEGRAFF G. LYNN SUMNER FLOYD W. PARSONS Kenneth M. Goode CHARLES AUSTIN BATES JAMES M. CAMPBELL FRANK HOUGH, Associate Editor N. S. Greensfelder



My Life in Advertising

The Opening Installment of the Autobiography of America's Most Highly Paid Copywriter

By Claude C. Hopkins



That fact will be emphazed again and again in this

the source of my prudence. Safety first" has been my guiding ar. A Scotch mother is the reatest asset of a boy who desires career in advertising. Then econny and caution are instinctive with im. They are fundamentals. Suc- den chance; to that haste which



iography. I stress it here in tribute cess, save by accident, is impossible without them. But the lack of these qualities may be partially corrected by studious cultivation.

> Most business wrecks which I have encountered are due to over-reaching; to reckless speculation on a hid

laughs at conservatism; to racing ahead on unblazed trails, in fear that some rival may go farther or get higher.

There are exceptions in business, but not in advertising. All advertising disasters are due to rashness, needless and inexcusable. I do not mean advertising failures. All of us in this line attempt things which cannot be done. In fact, we attempt the impossible much more often than the possible. We are dealing with human nature, with wants, prejudices and idiosyncrasies which we cannot measure. No amount of experience can guide us correctly even in the majority of cases. That is why incaution is an advertising crime.

But ordinary failures mean little. They are to be expected. Every advertising venture in its initial stage means simply feeling the pub-

lic pulse. If people do not respond, the fault often lies with the product, or may be traced to circumstances beyond control. The loss is a trifle, if anything, in ventures which are rightly conducted. Hopes and ideas which fail to work are mere incicrash of wild speculations. I speak of advertising men who pilot some big and costly ship to the rocks. Those men rarely recover. Pilots who prove reckless are forever

feared. I have seen scores of promising men in this line wreck themselves with their ships, just because they ventured with all sails spread on some uncharted course. So far as I remember, not one of them ever came back.

Because of my mother, a dime to me has always looked as large as a dollar. Not my dimes only, but the other fellow's dimes. I have spent them carefully, both as owner and trustee. I have never gambled in a large way, whether acting for myself or for others. So the failures I have made—and they are many-have never counted strongly against me. I have escaped the distrust engendered by conspicuous disaster. When I lost, I lost little in money and nothing in confidence. When I won, I often gained millions for my client and a wealth of prestige for myself. That I largely owe to my mother.

OWE her vastly more. She taught me industry. I can scarcely remember an hour, night or day, when mother was not at work. She was a college graduate with great intellectual powers. There came a time when, as a widow, she had to support her children by teaching school. Before and after school she did the housework. In the evenings she wrote bookskindergarten books for schools. When vacation came, she tramped from school to school to sell them. She did the work of three or four women, and developed three or four careers in the bargain.

From my earliest years, under her direction and incentive, I did likewise. I have supported myself since the age of nine. Other boys, when they went to school as I did, counted their school work a day. It was an incident to me. Before school I opened two school-houses, built the fires and dusted the seats. After school I swept those school-houses. Then I distributed the Detroit Evening News to sixty-five homes before supper.

On Saturdays I scrubbed the two

I refer to catastrophes, to the school-houses and distributed bills. me that I was working hard. In On Sundays I was a church janitor, after years I did the same in busiwhich kept me occupied from early morning until ten o'clock at night. In vacations I went to the farm, where the working time consisted of office at two o'clock in the morning.

Editor's Note

PHE accompanying article constitutes the I first installment of a remarkable business autobiography. It is the life story of a small town boy of the Middle West who rose, despite heavy handicaps, to the position of America's most highly paid copywriter. Mr. Hopkins places his earnings roughly at five million dollars. But many men have made five million dollars in the history of this plutocratic country. More than a mere handful have made that figure directly or indirectly in advertising. But the truly remarkable element connected with Claude C. Hopkins' success is its highly personal

Claude C. Hopkins' major business achievements are pretty generally known in the advertising world. His longest and most brilliant connection was with Lord & Thomas, Chicago advertising agency, where for seventeen years his talents found congenial outlet. For seven years he was president of that company. At present he is engaged in advertising and marketing his own products, but he also serves as copy counsellor for Kling-Gibson Company, Chicago.

In this anspicious opening installment Mr. Hopkins describes his early surroundings that his readers may better understand the source of those qualities which led to his success. His struggles during those years when he was most plastic laid the firm foundations of the advertising conceptions upon which was to be raised the structure of his material aecomplishment. These memoirs will undoubtedly bring a thrill of reminiseence to many readers who have come far along the same path that Hopkins trod.

It should be borne in mind that ADVERTISING & Selling intends to preach no sermon when it publishes this story. It merely brings to its readers the remarkable autobiography of what it eonsiders in many ways a remarkable man. If any of our readers find themselves in disagreement with any of the theories or achievements of Mr. Hopkins, we ask that they consider this publication merely as his medium of expression.

sixteen long and hard hours a day.

When the doctor pronounced me too sickly for school I went to the cedar swamp. There work started at 4:30 in the morning. We milked the cows and fed the cattle before breakfast. At 6:30 we drove to the swamp, carrying our lunch with us. All day long we cut poles and hewed ties. After dinner came another milking, then we bedded the cattle for the night. At nine o'clock we crept up a ladder to the attic and our bed. Yet it never occurred to

ness. I had no working hours. The day I ceased before midnight was a holiday for me. I often left my

> Sundays were my best working days, because there were For sixno interruptions. teen years after entering business I rarely had an evening or a Sunday not occupied by work.

> I am not advising others to follow my example. I would not advise a boy of mine to do so. Life holds so many other things more important than success that work in moderation probably brings more joy. But the man who works twice as long as his fellows is bound to go twice as far, especially in advertising.

Advertising success is largely a matter of experience and experiment. Certain principles can be taught, but we cannot teach human nature. We cannot tell others how to touch the chord that responds. The methods differ with every product, every undertaking, but experience forms our guide in all. Things happen which surprise us. Then we analyze those happenings and try to find some guiding factor in them. We compare one method with another and try to reason out the difference in returns. Our choicest plans fall down. Some stray idea proves a winner. We try again and again, and finally we accumulate a fine collection of dependable reactions. But this education requires time and experience. It is not an instinct; it cannot be gained from books. So when they call a man an "advertising genius," it does not imply peculiar ability. "Genius is the art of taking pains." It means that a man has sacrificed all else in life to excel

in this one profession. It means a man to be pitied, rather than envied, perhaps.

Through father I gained poverty, and that was another blessing. Father was the son of a clergyman. His ancestors far back had been clergymen, bred and schooled in poverty, so this was his natural state

I owe much to that condition. It took me among the common people of whom God made so many. I came to know them, their wants and impulses, their struggles and economies

[CONTINUED ON PAGE 44]

Want More Distribution? Here Are 21 Places You Can Get It

Some New Trade Channels That Are Open to Manufacturers Who Want Additional Outlets

By John Allen Murphy

of a new product faces is to nd distributors who are willing to ccept his article. Let us assume hat the thing he has started to nake should be sold through the ardware trade. That is no indicaion that hardware buyers are waitng for it with open arms. Competiion, today, is so intense among nanufacturers who are anxious to et the cooperation of the retail ardware trade that the merchant in his field cannot possibly heed the apeals of all of them. Of every hunred manufacturers who would like o sell through him, the hardware etailer can handle the wares of posibly no more than ten or twelve.

What are the other eighty-eight nanufacturers to do? The only hing they can do is to gain admitance to other hardware stores, not uite so desirable as the group first pproached. In this manner most f them, if they try hard enough,

grade. For some of these manufacturers this may prove to be adequate, but most of them will not be satisfied with the limited volume they are able to get this way. They must find some other means of getting their goods to the public. Many of these companies will be able to unravel their difficulties by going outside of the hardware field and seeking other trade channels, such as electrical shops, sporting goods stores, drug stores, etc.

That is the way manufacturers in numerous lines are getting distribution today. They are going outside of the traditional retail channels of their industries. As a result of this development the old limits that used to define the scope of stores of certain types have been broken down. A hardware store is no

PROBABLY the most difficult can get a scattering distribution in longer confined to hardware. A drug problem that the manufacturer—stores of the second, third and fourth—store—handles—a—thousand-and-one things in addition to drugs. Even grocery stores have broadened their service until many of them have become restaurants. And while these old classes of stores have been in-[CONTINUED ON PAGE 85]





MIFT shops and roadside stores T have been increasing rapidly of late years. By cultivating such out-of-the-ordinary retail outlets as these and others described in this article, the alert manufacturer can greatly increase his business

How to Give the Media Buyer a Chance to Think

By Lynn Ellis

N the case of Blumenstock vs. Curtis Publishing Company, the United States Supreme Court ruled that advertising was not merchandise. A bulletin of the A. N. P. A. points out that advertising is a service, not a commodity. The commodity classification of the U.S. Department of Commerce does not so much as mention it as an item of interstate or foreign commerce. Mr. Hoover's "Division of Simplified Practice" will therefore be a long time getting around to advertising wastes, and advertising must climb out of sink-holes without much out-

From the many pot-and-kettle controversies I conclude that one of the bad holes is "space buying." We have standardized the rate eard and the circulation statement, cut a great many business and farm paper sizes down to a very few, and standardized the order blank, though the more adventurous agencies take great liberties with it. A few publishers have focused on one standard size for essential data about their media and markets. But nowhere is there even a glimmer of a standard order in which such data are furnished. Advertising is primarily a business of presentation, but it is ten years too slow in tackling the job of presenting media information in efficient form for easy comparative analysis.

A newspaper "special" asks me for a simple outline, one that will be acceptable to enough agencies, so he can safely cut out the waste of compiling and recompiling facts to suit each individual fancy. Out of fourteen agencies to which he appealed he has had fourteen different outlines and a headache. I show him an outline that embraces the whole fourteen. He admits it is good, but buries it for two reasons: first, he is sure it is at present over the heads of some of his little publishers; second, even should he bring his own publishers up to the mark, it would still be only a private classification which others might hesitate to swallow for fear of admitting weakness.



I talked in April with one of this "special's" publishers. His office is still working its head off shaping identical information this way and that to suit the individual agency. It is all costing money, but he cannot escape it.

For years, before I was called away from the management of an agency branch, I made a practice of showing visiting publication higherups our media data files with rate eards, all neat and sweet, A. B. C. reports, all handy in binders with duplicate sheets in vertical files. sample copies neatly arranged and indexed, under lock and key. But the background information! It was terrible! Curtis, Crowel, Woman's World and McGraw-Hill books too big for any standard file, smaller books of all shapes and sizes, letters, flimsy carbon copies, broadsides, mailing cards.

KEPT in mind a certain exhibit of original material we had once taken along when presenting a plan to a new client, a case where we hadn't had time to make a parallel digest. I'd pull part of this exhibit out of our files, take down and dust off a big book or two, and pile the misfit mess on a table. Then I'd ask the

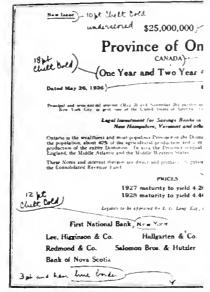
publisher if it were not a shame to equip us, his salesmen, with the likes o' that. If these evidences of irritation ever did any good, I haven't found it out yet. Agencies are still laboriously recompiling essential facts, or "passing the buck" to the publisher for special compilations, or carting armfuls of nondescript stuff around in its original shape, then pawing madly for the answer when some new question is raised in conference. Representatives are still waiting in ante-rooms for the chance to pour into waiting ears tedious facts that the owner of the ears should have on file in easily accessible, printed form-still feeling hurt because the media analyst can't remember it all and doesn't take his time to write it down-still panting to see the advertiser and make double-sure by pounding two pairs of ears.

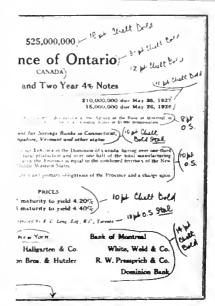
OW for the advertiser. Mr. C. F. Beatty, in ADVERTISING & SELL-ING for January 12, echoes the thought of getting information in "convenient and authentic form" and presents a business-paper questionnaire suggested by thirty-eight advertisers. Fred Davis, of General Electric, sends me his "Periodical Data Sheet," mentioned in Beatty's article. The two forms are similar, but not the same. To a publisher they present the same old problem of doing it just a little differently each time to suit a single buyer's taste. What is worse, both forms only aim in the main at information already given by A. B. C. reports and the standard rate card. They do not dig out the background dope, that reveals the underlying character of the medium. I like both fellows, but I think they have yielded to the very human desire to have things served specially, rather than according to the established menu.

I never like to kick without making a constructive suggestion. I have been making the same suggestion over and over for a good half-dozen years, and I now make it again by repeating my open letter to Charley

[CONTINUED ON PAGE 78]







Telephotography, the New High Speed Tool of Advertising

By Edgar H. Felix

RUN in the artificial flower market, a certain morning a few weeks ago, upset the milnery shops and department stores f Boston, Cleveland, Chicago, Atanta and San Francisco. Just why ll the members of the fair sex hould take suddenly to artificial owers requires an explanation to hose untutored in their perceptive rays.

The morning papers in those and ther cities featured photographs urporting to show the latest, the ery latest, and authentic millinery tyles. No woman could question he source of information, for had ot the afternoon before been the ccasion of a conference of the loguls and dictators of the millinry trade in convention assembled New York? And had they not easted their eyes upon stunning ew lines of flowered hats? No oman in a position to take advanage of such a hot tip from the very hrone of the millinery kingdom ould fail to act on it before the ull market in artificial flowers got nder way.

A new agency of business, wire ransmission of pictures, had done is deadly work. It so happened hat the two photographs which had eached these cities in time for pub-



THE cuts on this page and the one following were reproduced direct from telephotographic prints. They convey a fair idea of the versatility and effectiveness of this new medium of communication

lication in the morning papers showed flowered hats gracing the heads of the models. Within twenty hours, enlargements of these pictures, supplemented by additional ones transmitted later in the night, appeared as the feature of window displays in leading department stores of widely scattered cities.

A telephotograph can now be delivered in every important city of the country within eight hours. The photographs have sufficient definition to make fine screen halftones for the best magazines of the day.

The most obvious use of such rapid distribution of photographs is the supplying of news pictures to the press. But this is a rather minor application, because few pictures in the general run of the day's news are of sufficient interest to warrant national distribution. Chicago prefers to feature its own fires, gunmen and sashweights, rather than those of New York or Los Angeles.

Already the most important user of telephotographs is the advertiser. Financial advertising of new bond issues, for example, is usually subject to revision up to the last minute, yet it must appear both simultaneously and with absolute accuracy and uniformity in the financial sections of newspapers in all the important centers of the country. The financial advertisers have welcomed this



new method because it permits the rapid transmission of copy with accuracy. Full instructions as to typography can be plainly marked so that the typesetter can do his work directly from the reproduced photo. Copy approved as late as nine o'clock in the evening of one day in New York may appear in the morning papers of Boston, Cleveland, Atlanta, Chicago, St. Louis, Los Angeles and San Francisco on the following day. There have been instances also of rushing last minute copy to publications when a closing date has approached a little too closely for comfort. Shortly, it will be feasible to transmit the three plates of a color illustration so that the emergency needs of almost any advertising situation can be met.

Correcting the mistakes of business, however, is only one valuable service of telephotography. Imagine the executives of one of our large corporations assembled for an annual conference in New York. A matter comes up which cannot be intelligently discussed without the aid of an auditor's figures from the San Francisco office. Telephone instructions can bring an accurate photographic copy of such a report to New York in a matter of a few hours.

Or consider another imaginary event. A national advertiser in Dayton, Ohio, permits it to become known he might change his advertising agency. The railroad companies immediately do a flourishing business transporting high powered salesmen to Dayton. Mr. Modern Methods, representing a New York agency, obtains a hearing with the advertis-

ing manager and the president of the company at four o'clock in the afternoon. He makes good progress in his solicitation. They listen to his presentation about facilities and service with signs of satisfaction. The conversation passes to copy themes without serious obstructions. Returning to his hotel, he calls the art director in New York on the long distance telephone. Two artists work half the night and, thanks to telephotography, Mr. Modern Methods has three or four sketches to submit at his eleven o'clock appointment on the following day. This sample of speedy service secures the signature on the dotted line before the opposition has had sufficient time to marshal its selling strength.

A NEW type motor car is to be dangled before the public through a spectacular teaser campaign. Copy is placed with national weeklies a month ahead but the dealers are kept in the dark until the last minute in order to take the market by surprise. Advertising copy, prices and descriptive matter are distributed by telephotography.

Recently an automobile manufacturer notified his advertisers by telegraph of a price reduction. When confirmation reached the New York



agent by mail, he found, to his consternation, that he had misinterpreted the telegram because the price quoted was f.o.b. factory and not the delivered price, as had been customary with this manufacturer. He had already placed advertisements in the dailies, giving an incorrect price. Naturally, no end of confusion and a considerable expense resulted. Had notification and advertising copy been transmitted by telephotography, no error would have been possible.

Accuracy is as important a virtue of telephotography as is speed. No matter how complex the text, the

electric eye transmits it. Japanese characters, hieroglyphics, tabulations of figures and other material totally unsuited to telegraphic transmission give it no more trouble than forty-two point Roman caps. This is particularly valuable in transmitting certain types of statistical and technical reports which must not be merely accurate but arranged in

EROM X10			ELEPHOTO	CHARC	363			
3 27	Am	erican Te	lephone a	nd Teleg	raph Comp	oany.		
1 Charges for the	transmission of Boston 1	one picture New York	5" x 7" Cleveland	from on Atlanta	e point to a	nother. Louis	Los Angeles	s San Francis
Boxton		\$15	\$20	\$25	\$25	\$25	\$50	\$50
Sew York	\$ 15		15	20	20	25	45	45
Cicreland	20	15		20	1.5	20	40	40
Atlanta	25	20	20		20	15	35	35
Cnicago	25	20	15	20		15	35	35
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While the telephoto charges in this table are subject to changes they show the economy with which the new facility may be employed

Getting the New Account Off to a Flying Start

By Donald Argyle

NE of the smartest sales promotion managers I know said the ther day: "I think that the iggest factor in the success f my company has been their lmost maternal solicitude bout the welfare of new acounts. We sell to almost very dealer of good credit in town, but each new account s treated as though it were he only baby in our family. "Too often the arrival of he first shipment of a new product at a dealer's door is lighted by the manufacturer. The salesman may have got great thrill over landing the Now he is off to other fields. When he thinks the dealer's shelves are approaching depletion he will come back for a repeat order. In our opinion, the salesman should try to be on hand a day or two after the first shipment nas arrived. He comes, not to sell, but as a matter of courtesy to see if the goods have arrived safely and in good condition.

"This is a crucial point in the history of a new account. Now a place will be found for the goods among the other items in the stock of the store. Will it be a good location? Now the elerks will be told about the goods. Adequately? Now the merchant's interest is active but watch-

ful. Very often the goods are still on trial as far as he is concerned. lt is a time when, in our opinion, it is very advisable to resell him on the whole proposition.

"But the best way to do this is to make sure that everything has been done to get the account off to a flying start. If the store customers are simply allowed to 'discover' that the goods are now in stock the start in actual sales is pretty sure to be sluggish. To permit this condition to exist is to run the risk of seeing the dealer's enthusiasm fade away. The



THE salesman may get a great thrill ont of landing a new account, but immediately he is off to new fields. The writer of this article maintains that, whenever possible, the salesman should try to be on hand when the first ship-ment of the order arrives. His call is then one of courtesy rather than selling, and frequently he may thus win the full support of the new dealer and insure strong sales effort being placed behind his goods. Numerous other ways of winning the full support of the newly acquired dealer are discussed in the accompanying article

There are, however, many steps which can be taken by the manufacturer to get the new account off to a flying start.

1. Newspaper announcement.

In some eases it will pay the manufacturer to provide a local newspaper announcement to the effect that the dealer now handles his goods. The appropriateness of this step is obviously greatest where the goods are high priced and sold exclusively through one dealer in a town To announce every new account for a popular cigarette or chewing gum would be obviously out of the question.

Where such announcement is advisable, there are several ways in which the step may be made. If the manufacturer has an outstanding reputation, he may announce the new connection over his own name. Such an announcement may be formal and elegant, for example, in the case of a manufacturer of high priced pianos. Another manufacturer who has popular priced goods will buy for each new dealer space in the best local newspaper, or two, but the dealer gets up his own announcement. This is a better procedure where there are many dealers, as old dealers might be offended if they saw a newcomer advertised by the manufacturer from whom they had bought goods for many years without such advertising.

2. Adequate store advertising material.

In general, most manufaeturers are either too stingy or too lavish with their "dealer helps." At the one extreme they provide only a sign or two during a year. At the other extreme, great quantities of "helps" are packed with each shipment of goods. The suggestion here is to be

account may be no sooner got than lavish with the new account. Here the losing begins." This is too true. is a dealer who really wants those "helps" to make sure that his customers know that he now has the new line. Later on he will not need them so much. But at that time he

3. Dealers' electros.

This is a subject worthy of an article by itself, but one point is to be remembered: Such advertising may easily be of more importance to the new dealer than to some of the older ones. And another point: Have plenty of variety and flexibility

[CONTINUED ON PAGE 72]



This year your hosiery demands even greater eare

If silk ~its sheer texture, its lovely sheen, need special protection If wool~you must not let it shrink, grow rough, nor harsh

TODAY it's special hosiery for every ocea-sion, for each ensemble? Deheate, frail as colwebs, the silk stockings

you wer with your precious evering gowns. Sarrely less gossamer-thin are those for the taileur. And for golf such gay woolens full of the spirit of sport!

the spirit of sport?

Silk or woul, your hosicry must stand repeated washings. After every wearing stockings must be quickly laundered, made fresh so that perspiraon won't run the delicate fibres.
Such sheer silks, such sensitive woolens cannot

Such sheer sites, such sensitive woodens cannot stand any treatment but the safest? Rubbing with cake soap is runous. Tmy particles of soap catch in the meshes, and then you have to rub again to get them out. This frequent robbing soon wears down the ting bires, "runs" come, your stockings are gone!

With Lux there is no radding. Toss a table-pounful of its tissue than flakes into hot water. In an instant they dissalve completely. Add cold water until lukewarm. Gently swirl your stockings about in these rich, sparkling, bubbing Lux sads—so safe? Out comes all the dust and dirt in a twinkling. Your stockings are made fresh and lovely as new?

DALLY, milhons of women wash their pre-crous stockings, their exquisite silk lingerie, all their fine things in Lax. They would not think of trusting such treasured possessions to even a single washing in anything else! Ordinary soaps—cakes, flakes, or chips—containing free alkali are so dangerous. On each package there are complete directions which tell you the most successful way towash your stockings—whether silk or wool. Lever Bros. Co., Cambridge, Mass.



FXQUISITE,

FILLMY,

FEKISHALI E

Ofet you can keep your precious underthings like new this way

I TS positively breath-taking—
their leveliness? You rish your
eyes and wonder of such adorable
bruness, each expussible entire to evaluate the brunes, and the real, can belong to you and rut
some farry princess in a story baok.
They year your underlyings are
dictain come true? Lake farry color
whele, dehardly turted with the palext rainbow colors, your rows sills
slips and adorable knickers, soft,
silken vests and lare-trimined brassscreen Gowns, too, of the softest,



THE NEW SPORTS WOOLENS

Soft-unshrunken-colorful after repeated washings



You probably own one of the aduration ble new thannel dresses, too, and a clops—containing free alkali, are ostly little woolen sports suit

Keep these expensive chithes and accessines miniaculate and translooking all through the vicion? Their charm, their smartness depend so much on the way you launder them

Rubting with cike soap mats the truy interboking wool filtres, shrinks them, destroys the trun line of your smart new dress, makes your gays colored stockings harsh and rough



Fven after repeated Luv washings, woolens stay triin, fluffy, unshruids n. Follow the washing directions on the pack-age. Lever Brus. Co., Cambridge, Muss.

Printed chiffons and silks -- cobwebby erepes ·· Keep them like new all season long

The sheerest, the most perishable summer frocks can be laundered again, and again this way with success !

Will VT a wealth of deheate fabries —sheer and semi-sheer crepes, hilfons, gourgettes, satins, silks!

Never were summer frieks more present summer season,

Care for them properly or they will quarkly lose their charm. A single washing with ordinary suap—cake, flake or clup-often ofterly destroys the bloom of a summer frock!

Created expressly to wash delicate fabries. Lux is today more necessary, more indispensible than ever before. This season's sheer, filmy, perishable

1100 CV



fabrics should never be entrusted to anything else

anything else. Rublung cake soap on deheate fab-ries is disastrona? Rublung weakens the libres of silks, chiffons, crepes, satins, destroys their bloom, makes them shabby-looking in almost no time. And the alkali in ordinary soaps—cakes, flakes ur chips—de-stroys the life of such deheate fabries. Lowether of 65 but medical emisting Invisibly at first, but surely, swiftly! You see the damage when it is too late! Wash your delicate fabries the safest way - in Luy! No ranous



Any fabrie, no matter how delicate, how perishable, if safe in water alone is safe in Lux! Its pure, bubbling, sparkling suds keep fabries new-looking, fresh, even after repeated washings!

This summer entrust all your pre-cious perishable things—frocks, lin-geric, hostery—to nothing but Luz. At the season's end you will marvel at

their newness, their freshness. The most successful way to wash silks, chiffons, satins, and other sensitive

fabrics is described on the package.

Lever Bros. Co., Cambridge, Mass.

THE

LUX has followed the policy of changing its advertising art style before the public had a chance to grow tired of any one standardized form. The result has been several short series of advertisements, each of which is distinct from all others. The one reproduced features the tasteful art work of Marion Wildman

How Often Should Salesmen Call On Prospects?

By Wilfred Kean

The Estate Stove Company, Hamilton, Ohio

e are told how one salesman closed sale with a "prospect" on whom had called once a week for a year d a half; how another closed a le on the 213th call; what one lesmanager wrote his men about e value of persistency.

The stories often make interestg reading and usually are accepted offering sound advice, whether or t it is followed. And yet, while rsistency is no doubt a valuable ait in a salesman, too much stress s been placed on that one principle salesmanship and not enough on other, to some extent contradicry but equally important one: earn to avoid call-backs when they e unnecessary or unprofitable. I ally believe that ninety per cent all call-backs are one or the other, d constitute a type that is the eatest time killer for the average lesman and a tremendous expense his house.

If your salesman "sells" a man on e thirty-first call when he should ive sold to him on the first, he has st valuable time. If he sells him the fiftieth call when he could ive made four sales to other prosects during the time consumed in aking the forty-nine call backs, he is lost time and business. If he ills back on a man who is really not prospect at all, just because he did ot get a definite turn-down, because e is too indolent to dig up new rospects, or because he cannot tell good prospect from a poor one, he practically wasting his time. Peraps he is "spreading the good ord," but that is a form of general iblicity that is far too expensive. hen a sale could have been closed the first call and the salesman ils to do so, he is greatly decreasg his chances of ever making it. It is hard for human beings to ake a decision, and consequently

EEP everlastingly at it and plea that "they want to think the you'll be successful". This matter " " you'll be successful". in a nutshell, is the gist of nothing to think over; the prospect large number of articles we read. has all of the facts, and is in as good a position to decide as he ever will be. He merely wants to postpone making a decision as long as he possibly can. As a general rule, he is no more ready to make his decision on the salesman's second call than he was on the first, and he finally makes it only when he is forced to, or feels that he can no longer ask the salesman to wait. The optimistic report the salesman sends the house of a "good prospect" secured instead of a sale made often means only a confession of failure on the salesman's part to make the prospect reach any decision at all.

Perhaps the prospect is sincere when he says he wants to think things over; but other affairs have a way of interfering. Important matters arise in his business or his home. If he gives the proposition any thought at all, it is sandwiched in between other matters, which to him are more important. What thought he does devote to the proposition is usually directed toward the natural desire to find a good reason for not buying, to discover some way of gaining by hanging on to the money involved. Those eloquent arguments the salesman advanced have become dim or forgotten; new objections arise without the salesman's presence to combat them. When the salesman calls back, he is greeted with the remark, "I have thought things over carefully, and have decided not to buy." Since the salesman has gone over the proposition thoroughly, the prospect "knows all about it," the salesman is not given a chance to reopen the discussion, and the sale is definitely lost.

MANY prospects find it difficult ever to say "No." Either they are too kind or too timid, or they feel that the salesman would refuse to accept their answer and would take ey put off the salesman with the more of their time. As an easy way

out they ask the salesman to come back some other time, to leave a booklet they can read. They give any excuse to get him to give up his battle. If any average salesman closed one-fifth of the business that had been promised to him for next week, next month, or next year, he could retire before most salesmen even begin to hit their stride.

Quite often, call backs are really the result of mere laziness on the salesman's part. It becomes very tiresome to make call after call on new prospects, to tell the same story over and over. It is much easier and far more pleasant merely to drop in and chat with a man who already knows something about the proposition, and then to rationalize and tell oneself that one is really working. For a while, perhaps, the salesman has to argue himself into believing that the time spent in this way is well spent; but eventually these callbacks become habitual.

THERE is the prospect who "must consult someone else." Husbands must consult their wives, wives must consult their husbands, buyers must consult those who will use the product, subordinates must consult their superiors, partners must consult their associates. At times this is really necessary; usually, it is not. In either case, no matter how thoroughly the prospect may be sold on the proposition, he can never present the matter as well and as forcefully as can the salesman. The salesman knows his offer thoroughly, and is trained to meet every objection; the prospect knows only what the salesman has discussed with him. When he presents the proposition, objections are made that he did not bring up to the salesman, and he does not know how to answer them. He lacks the fire and the enthusiasm of the salesman, and under the skepticism and objection of his associates, his own belief in the matter grows weaker, the objections seem stronger, and when the salesman calls back he

[CONTINUED ON PAGE 66]

The Great Automobile Duel Is On

By Winslow Hewitt

HERE has nothing so sporting to watch in decades as the 1927 crucial duel now transpiring between the two great protagonists of the motor industry -Ford and General Motors. Here are two great "vertical trusts," giant corporations superbly expressive of the largescale age we live in, engaged in a mammoth duel with the public, a vitally interested watcher. and advertising playing a gigantic part. The 1927 General Motors advertising appropriation is \$50,-000,000, the largest ever recorded in commercial history.

The big news—no mere rumor this time—is that on July 1 Ford will announce at last a new Ford car; the first radical change in the famous

flivver since the early days of automobiledom. It represents the reluctant cry of "touch" from Ford in the great duel in which, obviously, he has been worsted in the past several years.

The new Ford car will represent at last and significantly a new tack on the part of Ford, whose fighting strategy up to this time has been confined wholly to a pressure upon price; a tapping of new levels of consumption. The new Ford will actually be slightly increased in price. It will be three inches lower and four inches longer than the present chassis; the body will have a more definite streamline, a different radiator and hood, and a fourspeed standard gear-shift control; bumpers and balloon tires, new ignition, oil and water pump and, I understand, four-wheel brakes. The great Ford plants will stop making the old classic model June 1, and deliveries on the new model will start August 1.

General Motors will show a 40 per cent increase in retail deliveries in the first six months of 1927 over the same period in 1926, whereas the industry in general and Ford in par-



THE automobile has passed through a great many changes during the comparatively short period of its existence, but the merchandising of its manufacturers has changed even more. With the recent announcement of the new Ford model to come out on July first, another great forward step is indicated; a step which gives promise in many ways of being the greatest and most revolutionary that the industry has known

ticular will show a decline. The first quarter of 1927 was down 14 per cent as compared with 1926 in unit sales and production. Ford had a particularly heavy decrease. The Chevrolet has had the greatest demand in its history; 379,330 cars in the first four months of 1927, as against 233,907 in 1926.

TEN million dollars of the total fifty million dollar advertising appropriation is being spent on the Chevrolet alone; whereas Ford is spending virtually nothing. He has had one of his periodic shifts of opinion on advertising; some months ago he said advertising was "an economic waste." But evidently this opinion is again to be shifted, for newspaper advertising announcements of the new model are indicated to appear.

Right here is the place to analyze the Ford selling and organization psychology. Ford has been the victim of a "fixation of idea," and it is immensely to his credit that, however late, he has read the signs aright. His fixed idea, perfectly valid and a marvelous contribution to modern industrial technique, was to let price make his sales by tap-

ping at each new price new strata of consumption, since the desire and need for automobiles is universal. Ιt was as though all of us were compelled to go barefooted and shoes were supplied, first at \$50 a pair, available only to a few, and then at various downward levels: at each level more of us becoming agreeably shod. So grateful were great masses of us for shoes of any kind that we hailed the maker a benefactor solely because he made some kind of a shoe at a price we could pay.

Ford's fixed idea has had to go—or more exactly, to be altered in principle from selling "something that would go" at the lowest possible price, to selling comfort, good looks, engineering

up-to-dateness. Back of all the mass of Ford jokes in the past decade or more was a real public snicker of distaste which, had Ford understood and anticipated rather than been forced to heed, would have induced him to alter his model four or five years ago. Ford is not a deft reader of public psychology, and I do not believe—contrary to some opinion—that he is a "born advertiser." His antics in the limelight are only occasionally "good advertising" in the best sense.

Another point: Ford has been the victim of his own autocratic form of organization, in contrast to the more modern parliamentary, line and staff form of organization of the Genera Motors Company. He is a Napoleon not a Carnegie, in his conception organization; and it is precisely be cause he makes most vital decision himself that he has been late in hi reading of the handwriting on th wall, and that he has had idiosyncratic changes of mind about advertising.

The "genius' or "Napoleon" concept of business management, it is again brilliantly proved, cannot compete with the modern functions

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THE · EDITORIAL · PAGE

Farmers Are Buying at Wholesale

DVERTISERS who sell to farmers should begin taking serious notice of the farmer-owned buyg enterprises which are operating in various parts the United States. Some of these organizations

ve grown to huge proportions.

Hundreds of cooperative grain elevators in the orthwest handle coal, fertilizer, building supplies d other things. These articles are sold to memors at reduced prices. In southern Minnesota there e more than fifty cooperative companies organized farmers to deal in oil and gasoline. Many of them we been in existence for several years. Some of em are reported to be doing a business of about 50,000 annually, returning a dividend of approxitely 10 per cent to members.

Several of the horticultural marketing associations y supplies for their members. During 1926 the lifornia Fruit Exchange* bought \$2,069,361 worth supplies. This organization has a thriving lumber partment which has returned to the Exchange net

rnings of \$809,192 since 1919.

The Eastern States Farmers' Exchange, with headarters at Springfield, Mass., did a business that exeded \$6,000,000 in 1926, handling 5498 earloads. his group deals in feeds, seeds, fertilizer, paint, etc. he organization operated on a total cost of less than oper cent of sales.

A peculiarity of the Eastern enterprises is that they ve their own brands, which are advertised in farm pers circulating in the territory being covered, at as any individual manufacturer might advertise. When farmers combine to buy the supplies they ed in the operation of their farms, they are on und ground. It has often been said that farming is e only business where the operator buys at retail d sells at wholesale. These buying organizations e evidence that at last farmers are attempting to y at wholesale.

Not California Fruit Growers Exchange.

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Should a Manufacturer Produce His Own Raw Materials?

ANUFACTURERS who are thinking of producing their own raw materials would do well to read e testimony of Edward G. Wilmer, now president of odge Brothers, Inc., which was given in the suit of e Goodyear stockholders against Dillon, Read & Com-

After the Goodyear Tire and Rubber Company was financed by Dillon, Read & Company, five or six years to, Mr. Wilmer became its president. He testified at before his appointment to that office the company vested \$12,000,000 in 30,000 acres of irrigated land Arizona, on which it started to raise long-staple cot-

ton. The first good erop came in 1920 during the depression, and a large amount of money was lost on it.

Then the tire industry switched to short-staple cotton, which Goodyear consequently began to raise on its Arizona lands. By the time it had made that move the

industry returned to long-staple cotton.

Mr. Wilmer also told about the \$7,000,000 which the company had put into rubber plantations. The plantations are not yet in full bearing, "but even if they were they could supply only enough rubber to satisfy the normal Goodyear manufacturing requirements for less than three weeks." Mr. Wilmer added that those lands "are in no sense a necessary adjunct to Goodyear's equipment."

Other manufacturers have suffered because they attempted to produce their own materials. When the postwar depression came, dozens of companies found that their raw-material plants were mill-stones around their financial necks.

At times it may seem to be advisable for a manufacturer to produce his own materials, but as a general rule it does not pay him. In the long run he will be better off if he buys his materials in the open market, for usually he can buy from others more cheaply than he can from himself.

0.00

A Closer Measure of Newspaper Advertising

R. MACY & COMPANY, second largest department store in the world, has announced a new wrinkle—an Advertising Statistics Division, whose manager will devote all his time to checking the effectiveness of newspaper advertising. Actual returns from advertisements will be checked; customers will be asked in what paper they saw the announcement. Study of the relative effectiveness of various sizes of advertisements will also be undertaken.

From this it is apparent that the generally disliked blight of statistics will settle upon even the department store's advertising, which springs more from a literary than from a statistical tradition. These are days when department stores, because of mounting costs, are leaving no scientific method unused in the struggle to keep costs from strangling profits.

Questioning shoppers about newspapers is, however, fraught with many devious psychological dangers, which trained research men understand and laymen do not. The lady who adores Flighty Fiction, but on being asked what magazine she reads, solemnly replies "The Transcontinental Review," is well known; as are her motives. The new Macy statistical man has already admitted the difficulty arising when the reader—as so many do nowadays—reads several newspapers, but he believes further questioning will solve it.

The advance in the application of statistical method is growing more remarkable every year, even though it is often resisted by a human dislike of being too closely checked up. Advertising must consent more and more to this process which has already gone far.

Advertisements That Increase the Earning Power of Savings

By George Dock, Jr.

Advertising Manager, William R. Compton Company

THE principles of economy have made great strides among us since the war. We have reached the point where a very large part of the population is setting money aside for future enjoyment. Millions of Americans are buying securities. In 1924, according to a recent survey made by the National Industrial Conference Board, there were 6,372,774 persons, with incomes ranging from \$1,000 to \$5,000, who received in that year \$3,367,459,689 in the form of interest, rents, dividends and royalties. In 1926, nearly \$7,000,000,000 of foreign and domestic securities were distributed in this country, representing about ten per cent of the entire national income for that year. It is. therefore, reasonable say that saving money has

pastime.

It is well to bear in mind, however, that the great majority of these security-owners are new investors since the war, and that they lack experience. The fact that they invest does not necessarily mean that they invest wisely and well. On the contrary, they sometimes invest along extremely unsound lines. The investment structure is too often a flimsy shed, instead of a well-proportioned cathedral that will survive the stress of time. There is room for progress and education in the proper management of individual savings if the average investor is to make the most of his present surplus in terms of his future capital. This question can easily be illustrated.

Suppose that you set aside \$1,000 each year for thirty years, keeping the money hidden away in a safe place. At the end of that period you would have just \$30,000. If, on the What would you do with \$167,000?

ROM a distant city, a lawyer wrote to William R Compton Company His client, who wished to remain anonymous, wanted to invest \$167,000 according to the recommendations of the Compton

Company.

On its face this was a simple transaction. Actually it was difficult, as difficult as asking a physician to prescribe for a patient he had never seen, and whose history he does not know. The only list thic could be made here, was one based upon the assumption that it represented the investor's total holdings. Such a list was made, it included a wide vatiety of sound, highly marketable bonds. With this list went a letter pointing out.

With this list went a letter, pointing out that more information as to the investor's circumstances would permit a recommendation individually adapted to his

needs It developed that this investor had other highly marketable securities. Safery with yield, rather than market-ability, was the chief factor to be con-sidered in this purchase. With this information, and a list of the

investor's other holdings, the Compton Company was able to adjust its recom-mendations to suit his individual needs, and so increase his net income by nearly fifreen hundred dollars a year

The greatest service that this house can give you is to help you better yout in-vestment position. That requires securities that are sound, with a proper balance hetween marketability and yield. It is by giving investors full return for their confidence, by helping them to better their investment position that this house has earned its thirty-eight-year-old reputation

WILLIAM R. COMPTON COMPANY

44 Wall Street, New York Derroit Chicago Boston Ransas City New Orleans

become a highly popular American other hand, you invested \$1,000 each year for thirty years at 5½ per cent, leaving it to accumulate at that rate, it would then, by the mathematics of compound interest, amount to about \$75,000. The difficulty is that only a few people in actual practice would accumulate as much as \$75,000 under such circumstances. because most investors make occasional mistakes of judgment, due to ignorance or oversight, which cut down the earning power of their savings very materially, and in many unseen ways.

> EVEN in its simplest aspect, successful investing is a somewhat complicated matter. It is not enough to use care in buying securities. They must be watched with vigilance, and further attention is necessary to make certain that each new investment is in proper proportion to previous holdings, so that good balance may be achieved, and risk

minimized. Neglect of simple, basic principles is surprisingly common, even among investors of long experience, and it sometimes exacts a heavy pen-

One way to learn how to invest is by personal experiment, which is dangerous. The other way is to profit by the experience of others. This is a safe and inexpensive method, especially when it can be obtained with no greater inconvenience than by reading informative advertisements. Even a casual study of the educational advertising that is now being done by a number of national investment firms will supply a very fair knowledge of the precepts that should be followed in carrying out an investment plan.

During the past five

years newspaper and magazine advertising of the William R. Compton Company has set forth, by hypothetical illustration and by actual example, a number of the principal considerations that determine sound investment policy. In the last year and a half, particularly, this advertising has dealt with specific instances where observance of these factors has been directly profitable to investors. In this latter series of advertisements are included more than thirty different investment principles and phases of bond house cooperation, written from the viewpoint of the investor. This campaign has been under way for a period sufficient to allow at least ? preliminary appraisal of its results and possibilities.

The subject matter of the adver tisements covers a wide variety of topics. In one piece of copy, for example, emphasis is given to the importance of proper diversification

[CONTINUED ON PAGE 74

BRUCE BARTON

ROY S. DURSTINE $oldsymbol{\beta}$ ALEX F. OSBORN



BARTON, DURSTINE & OSBORN

INCORPORATED

An advertising agency

of about two hundred and fifty people among whom are these account executives and department heads

Iames Adams Mary L. Alexander Joseph Alger John D. Anderson Kenneth Andrews J. A. Archbald, jr. R. P. Bagg W. R. Baker, jr. F. T. Baldwin Bruce Barton Carl Burger Heyworth Campbell H. G. Canda A. D. Chiquoine, jr. Thoreau Cronyn I. Davis Danforth Webster David Clarence Davis Rowland Davis A. H. Deute Ernest Donohue B. C. Duffy Rov S. Durstine Harriet Elias

G. G. Flory K. D. Frankenstein B. E. Giffen Geo. F. Gouge Louis F. Grant Gilson Gray E. Dorothy Greig Girard Hammond Mabel P. Hanford Chester E. Haring F. W. Hatch Boynton Hayward Roland Hintermeister P. M. Hollister F. G. Hubbard Matthew Hufnagel Gustave E. Hult S. P. Irvin Rob't N. King D. P. Kingston Wm. C. Magee Carolyn T. March Elmer Mason Thomas E. Mavtham

Frank J. McCullough Frank W. McGuirk Allyn B. McIntire Walter G. Miller Loretta V. O'Neill A. M. Orme Alex F. Osborn Leslie S. Pearl Grace A. Pearson T. Arnold Rau James Rorty Mary Scanlan Paul J. Senft Irene Smith I. Burton Stevens William M. Strong A. A. Trenchard Anne M. Vesely Charles Wadsworth D. B. Wheeler George W. Winter C. S. Woolley J. H. Wright

New York: 383 Madison Avenue

 ${\it Boston:}$ 30 Newbury Street

Buffalo: 220 DELAWARE AVENUE

Member American Association of Advertising Agencies Member Audit Bureau of Circulations Member National Outdoor Advertising Bureau

Recollections and Reflections—III

Passing Thro' Mists of Error

By John Adams Thayer

T is worth while for one to be on friendly terms with an employer _after business relations have been severed. In fact, it may be distinctly advantageous at times.

It has been said that strong men beget strong friendships, and likewise strong enemies. While I have possessed many sincere and valued friends on life's journey, I have been quite free of enemies; a few have hovered on the outskirts of my horizon, but they never got near enough to cause any serious embarrassment.

After being "let out" as the business manager of the Munsey publications, as told in a previous issue, I took a Mark Tapley pride in being jolly under depressing circumstances. Word came that some people thought that the Ladies' Home Journal had made me, and without it as a prop I was down and out. But I would not admit that such was my

In a dark moment, however, the thought did come to me that Mr. Munsey might be right in his estimate. But in reviewing my long struggle for recognition, there was but one conclusion: an accident had dumped me out on life's roadway; I had misjudged not myself, but my vehicle.

While in Philadelphia there had been several opportunities to become the advertising manager of dailies, but I did not look favorably upon such work. That they appeared daily was one great drawback; another, more vital, was the fact that most of them accepted all sorts of patent medicine and objectionable advertising, and the typographic display of the advertising was, to me, unsightly and offensive.

But a newspaper was better than stagnation, and soon finding an opening, I became advertising manager of the Boston Journal, of which Stephen O'Meara was the publisher, and C. E. L. Wingate the editor.

In making an arrangement for a year I told Mr. O'Meara frankly that I did not wish a big salary—just



THE above photograph is of 📘 Stephen O'Meara, publisher of the Boston Journal in 1898, and Police Commissioner of the City of Boston 22 years before the famous Police strike. In this third installment of his Recollections and Reflections, Mr. Thayer tells naively of his \$50 a week job with the Journal, and of seeking pastures new at the end of a year when Mr. O'Meara opined quite frankly "that \$7.500 was a good salary for Boston"

enough to live on would do; but what I did want was a percentage of the increased advertising receipts which my work would bring to his paper. This plan suited him precisely, and with a weekly stipend of \$50, with a commission of 10 to 15 per cent on increased advertising, I once more took up life in my old home.

To accomplish results the head of an advertising department requires the friendly cooperation of the editor, otherwise his progress is de-

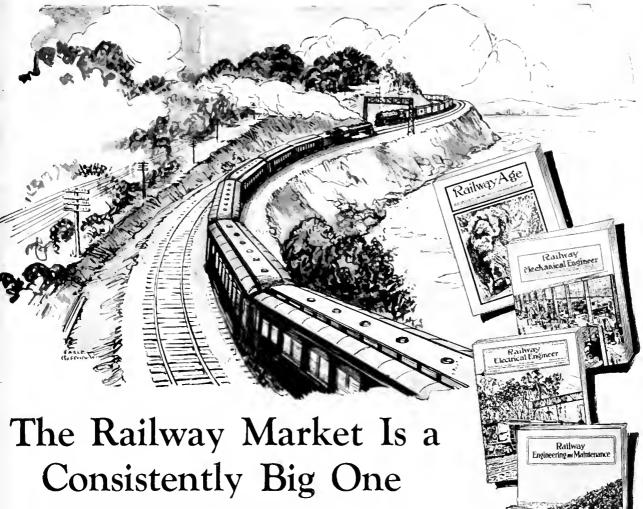
I received full cooperation from Mr. Wingate, who not only could see

the good points of an idea, but possessed initiative himself, though his efforts were handicapped by Mr. O'Meara and the owners of the paper, who possessed the New England conservatism for which Boston men are noted.

The success that attended my efforts here was due in part to the radical changes made in the typographical appearance of the Journal, especially in its advertising columns. Both Mr. Munsey and Mr. Curtis were interested in the progress I was making and wrote encouraging letters. The letter from Mr. Curtis struck the nail on the head; in part, it read: "If advertisers are so conservative that they cannot see the tremendous advance in typographical appearance as represented by your work, they ought to be chloroformed and a younger generation given a chance. Typographical appearance is your specialty, and I never knew of anybody who could

do it better than you can.' I recall one instance, however, in my efforts to ameliorate the Journal, where my hasty action caused me to receive a disquieting though deserved reprimand, which was so well administered, though without heat, that memory's picture is still distinct. It was in reference to discarding the use of the old-time twocolumn line cuts of prominent people, which disfigured the appearance of the pages, resembling as they did the present-day "wood cuts" of John Held, Jr., or S. T. Balcom, but without their artistry. Compliance with my request to discontinue their use was agreed to by Mr. Wingate, but the Journal's front page the next morning showed the same old-time visage, with the same old-time cut, of one of Boston's prominent citizens, whose sudden death had stopped, to my mind, the progress of the Journal's typographical appearance. This, to me, demanded an immediate explanation, so upon my arrival at the office, I mounted the stairways to the editorial sanctum. Finding that Mr. Wingate had not

[CONTINUED ON PAGE 82]



YEAR after year the railways have proved to be a steady customer—and a big one. Expenditures for materials and equipment exceeding the two billion dollar mark are needed annually to keep this gigantic industry operating at the ever increasing standards of efficiency.

If there is a market for your products in the railway industry, you have a steady customer and a big one—but it is imperative that you reach the particular railway men who can specify and influence the purchases of your products.

In reaching these men you will find that the five departmental publications which comprise the Railway Service Unit can aid you materially. They select the railway men you want to reach, for each publication is devoted exclusively to the interests of one of the five branches of railway service.

All five publications are members of A. B. C. and A. B. P.

Railway Signaling

Simmons-Boardman Publishing Company

"The House of Transportation"

30 Church Street

New York, N. Y.

608 So. Dearborn St., Chicago Mandeville, La. San Francisco

6007 Euclid Avenue, Cleveland Washington, D. C. London

The Railway Service Unit

Five Department Publications serving each of the departments in the railway industry individually, effectively, and without waste.

INDUSTRIAL ADVERTISING SELLING

This Subconscious Egoism in Industrial Copy

This department is devoted to discussions and news of particular interest to industrial advertisers. Other articles that apply to both industry-to-industry and manufacturer-to-consumer marketing will be found elsewhere in the issue.

SOMO CONTRACTOR CONTRA

By William McFee American Rolling Mill Co.

It will be noted in the title that the rather distasteful epithet "egoism" is qualified, and for a reason at once obvious. The modern Webster defines "egoism" as "excessive love and thought of self." But there isn't one industrial advertiser among a thousand who could or would live down to this code intentionally.

However, lest it be thought that industrial advertising is again being made the goat let us include in this "subconscious egoism" category the other hosts—national advertising, direct-bymail, posters, bulletins . . . all, for that matter. For each is affected and afflicted to some degree or other.

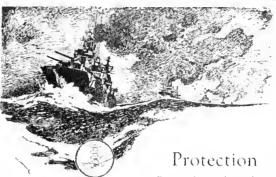
Me, mine, ours, us, we, and the like are flaunted widely and boldly. Thousands of glaring headlines and millions of text words vividly portray "our company, our product, our president, our experience"—everything and everybody but "you, your requirements, your interests, your good judgment." Contrasted with these pyrotechnics of advertising art are possibly fifty or sixty displays that have caught and conveyed the spirit of business altruism. This story so often told before—and, let us hope, more often in the future—resolves down to the old familiar "you attitude." A little less me and my products and a little more you and your problems. That's the desideratum. But how are we to reach it?

atum. But now are we to reach the Strange to say, this attitude doesn't materialize merely by scattering an abundance of you's and your's throughout headlines, captions, and text; even though on the surface this course seems to be a ready answer to the enigma.

The first efforts to overcome this meand-mine inertia will be crude. It hangs on through downright endurance of habit. And, if the new light isn't tempered with discretion, the reader or "glaneer" dwells for a moment on the sheer absurdity of it all and promptly hies his attention off to more promising ventures in the realm of type and illustration

"But every reader cannot possibly be interested in my product," chants one. "My appeal is directed specifically to so-and-so, and so-and-so, and so on. And furthermore, here's my annual sales report to testify to the efficiency of my sales and advertising methods."

"Fine! Mighty glad to hear that



Doy in day out, fair weather or foul, a ring of protection is constructly around you. Silent and out of sight in guards wait homes rial your interests from the sudden on? rights of cutside forces.

Similarly, on transmission lines throughout the country Lock, Grading Shields are protecting rower waters from studen surges from lightning or other conditions. Once mistalled you may torget them, confident that they allord adequate protection under all or any conditions.

And they can be attached to equipment now in operation without disconnecting the clamp from the insulator or lifting the weight of the line.



Service interruptions are exposed with a post-size and annoying both to percompanies, and power us Locke Grading Shrelds, keeping ares clear of string conductor, will lear the use and the conductor in such as that resumption of services.

BESIDES being symmetrical, this attractive advertisement houses an emphatic message to you. It talks with instead of at its anditor

you're doing such a whale of a business, Mr. Chanter." But unless "Mr. Chanter" has reached his production and market limits, surely his invested capital can be made to grow two cents profit where but one grew before. And here is a hypothesis that supposes that a little more you and a little less me will help turn that very trick.

Several weeks ago the writer went in quest of the elusive "You" in the copy of the day, the inquiry confined merely to industrial copy—publication advertisements mostly, and such direct mail pieces as came by the way. How many you's unearthed? And how many me's? Well, to lighten a purely statistical tale, the me's won. Mathematically, the "subconscious egoists" outnumbered their more altruistic brothers nine to three. Forty-five pieces of representative publication copy with seventeen direct mail letters and attachments came under the glass. The

business paper copy covered fourteen fields of industry to industry advertising, while the letters included six.

Readers or buyers are, in the first and

last analysis, human. This means that each human's primary interest lies in me. He cannot call himself selfish, egotistical, or cynical, either. He is just himself, that's all; and in the same breath he is probably as vitally concerned for the other fellow's welfare as is the fellow with whom he rubs elbows.

mosmows

Other cirmustances being equable, you is the Open Sesame to the buyer's purse today. But one you now and one you a thousand years hence will rally more faithful cohorts to the standard of the seller than a thousand me's ever did or ever will. Best of all, though, one you leads to another. The more you employ this sparkling pronoun, or its equivalent, the more you are possessed with the urge to use it without stint. Do it mechanically at first, if you will. Then, this you attitude will emanate from your pencil or naturally typewriter enough later on. In the meantime make you the initial word of each paragraph, each sentence. Diffuse it liberally among phrases and clauses. If the result appears disingenuous, put it down to practice and let it go at that. The important thing is, you're started; your mind is pursuing a happy trend of thought. Later on, if you adhere to the you attitude programmer. titude program, you are going to make an impression that must be felt—and a mighty agreeable impression upon the object of

Keith J. Evans

WAS born the day Columbus discovered America—but not in the same year. After receiving an average amount of schooling lwent to work. First with the C. B. & Q. R.



R. two years—general office and statistical work, and then United Pump & Power Co.—general shops, Joseph T. Ryerson & Son, Inc.—office and advertising.

1 was assistant secretary of Four



BUSINESS PAPERS

spokesmen for industry

GERARD SWOPE

"THE interpretation of the ethics and ideals of business ▲ and industry to the public," said Gerard Swope, president of the General Electric Company, at the last Associated Business Papers Convention, "can have no better mouthpiece, can have no better spokesman, than the technical and business press."

This publication you hold in your hand is a business paper. The publisher and his editors and advertising men are a part of the industry which they serve intimately, acquainted with the technical, professional, or trade practices and methods of that industry, or business or vocation.

The editors pick out of the many phases of the flow of trade, news and policy trend in methods or machinery which will best serve the reader's needs. The advertising pages are a huge many-leaved coupon on the editorial section. And above all, the paper as a whole seeks to express the higher purposes and objectives of the small and large business men it serves.

For as Mr. Swope further said in his fine analysis of industry responsibility in this same address:

"It isn't necessary to be big to be successful, but it is absolutely essential to be successful to be big. You can't grow without that."



The A. B. P. is a nonprofit organization whose members have pledged themselves to a working code of practice in which the interests of the men of American industry, trade and professions are placed first -- a code demanding unbiased editorial pages, classified and verified paid subscribers, and honest advertising of dependable products.

This publication is a member of

THE ASSOCIATED BUSINESS PAPERS, INC.

Minute Men, founded by Donald M. Lyerson as lobby for the Chamberlain bill, helped organize on national basis. When war was declared the organization was taken over by the Government as a Department of Committee on Public Information, Washington, D. C. I organized the division as National Business Manager, with a speaking force of 75,000; then a Lieutenant in Field Artillery. Back to Ryerson's after the war. Organized the sales analysis and sales promotion departments, which are carried along as a rart of the general advertising work.

I first came to the Ryerson company in 1912 when they had two plants, at Chicago and New York. They now have nine plants, at Chicago, New York, Buffalo, Boston, Detroit, St. Louis, Milwaukee, Cincinnati Cleveland—the largest steel warehousing company in the world. This is given as a matter of record without claiming any particular credit.

I was president of the Engineering Advertisers Association 1921, organized in 1922, and first president, in 1923, of the National Industrial Advertisers Association. Trustee Riverside Presbyterian Church. Treasurer Riverside Tennis Club.

Hobbies-Gardening and Tennis.

Many Prizes Offered at Industrial Advertisers Convention

prizes The many excellent trophies that are to be awarded at the

Sixth Annual Convention of the National Industrial Advertisers Association June 13, 14 and 15, will by far excel those offered at any previous convention of the association.

Following is a list of the awards in the various divi-

1. BEST EXHIBIT OF INDUSTRIAL

1. REST EXHIBIT OF INDUSTRIAL ADVERTISING.

Sterling Silver Cup—offered by Class, Chicago, Ill.

2. Best Exhibit of an Industrial Advertising Cambustrial Advertising Cambustrial Cambust

PAIGN.

PAIGN.

Sterling Silver Cup—offered by The McGraw-Hill Publishing Co., New York.

3. LEST BUSINESS PAPER ADVERTISEMENT.

Barometer—offered by the Penton Publishing Co., Cleveland, O.

4. BEST INSTITUTIONAL ADVERTISING.

4. Best Institution....

TISING.

Sterling Silver Cup—offered
by The Combustion Publisbing Co., New York.

5. Best Direct Mall AdverTISING.

Desk Clock—offered by
Buckley, Dement & Co.

Buckley, Dement & Co., Chicago, III. EST USE OF COLOR IN IN-6 HEST

Chicago, III.

6. Best Use of Color in Industrial Advertising.
\$25.00 Worth of Books (Winner's Sclection)—offered by The Ronald Press Co., New York.

7. For Exhibit Showing Best General Tie-Up to Sell Its Institution.

"The Advertisors' Encyclopedia" (4-vol. set)—offered by Factory and Industrial Distributor & Salesman, published by the A. W. Shaw Co., Chicago.

8. Best Advertising of a Product Which is Neither Manufactured Nor Processed, but Delivered in Its Natural. Or Raw, State—Such as Coal.

Sterling Silver Cup—offered by Coal, New York.

9. Best Series of Not Less Than 6 Advertisements Appearing in a Transportation Publication.

Fountain Pen Desk Set—offered by The Simmons-Boardman Publishing Co., New York. 10. BEST COPY FOR DIRECTORY, OR REFERENCE

Co., New York.

10. Best Copy for Directory, or Reference Medda.

14K Gold Waterman Fountain Pen—offered by The Thomas Publishing Co., New York.

11. Best Series of 3, or More, Advertise-Ments Featuring General Industrial or Power Plant Equipment.

23-Jewel Hamilton Watch—offered by Industrial Power, Chicago.

12. Best 12 Advertisements of Performance Copy.

Sterling Silver Cigarette Humidor—offered by The Iron Alpe, New York.

13. Best All-Around Display of Business Paper Advertising.

Dress Shirt and Vest Sch—offered by The Iron Alpe, New York.

14. Best 12 Pieces of Industry, Chicago, Ill.

14. Best 12 Pieces of Industrial Advertising Featuring News.

A Desk Thermos Bottle and Tray—offered by The Iron Business of Industrial Management and Industry Hustrated.

15. Second Prize for All of the Foregoing Classifications.

Choice of One Book—offered by the Megraw-Hill Book Co., Inc., New York.

In addition to these awards are the fol-

In addition to these awards are the fol-

For the Most Practical Address Delivered at the Convention.

Price to Be Announced—offered by the Publishers of Advertising a Selling—Judges: F. C. Kendall, Editor; W. A. Wolff, President of the N. I. A. A.: George H. Corey, General Convention Chairman.

Chairman.

REPRESENTATION AT CONVENTION BY LOCAL ORGANI-ZATIONS.

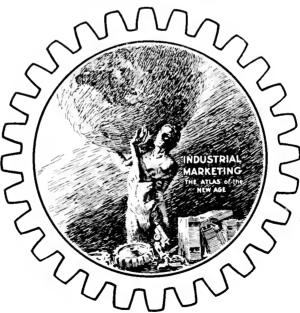
orions,

Sterling Silver Cup—offered by National Industrial Advertisers' Association, cup must be won three times by one

organization—not necessarily consecutive-

organization—not necessarily consecutive-ly—for permanent possession.

For Every Industrial, Advertiser Filing Registration to Attend Convention with the Hotels and Registrations Committee Not Later Than June 4. Leather Covered Note-Book, with Fillers—offered by the publishers of Explosive Engineer, Wilmington, Del.



Insignia Design Chosen for N. A. I. A. Convention

THE accompanying insignia design, "The Atlas of the New Age," has been chosen by majority vote of the exlibits committee of the National Association of Industrial Advertisers as most representative of the spirit and purpose of Industrial Marketing. This seal will be used to depict the central theme of the Convention, "Can Advertising Underwrite Prosperity." The winning design was submitted by the Cincinnati Chapter of the National Association. The creation of the theme for the design is the work of D. W. Macdonald of the Macdonald-Perry Advertising Company of Cincinnati, while to Mr. Harry Rudd of the Associated Artists goes the credit for the artistic handling of the completed drawing.

The design is built around a new conception of the Atlas of the old mythology transformed into a vital moving figure with a knowledge of his own strength and a well defined purpose. In this new conception Atlas is no longer the burden bearer, but represents the understanding forces of modern Industrial Marketing pushing the world out of darkness and physical limitation to a new plane of living,

Miners Have Convention and Exhibit

More than 2500 operating men engaged in coal mining visited Cincinnati from May 16 to 20, to view the wares displayed by 120 manufacturers and to participate in the technical sessions of the Convention and Exhibit held by the Manufacturers Division of American Mining.

Elections for the year 1927-28 resulted in the choice of the following: Chairman, H. K. Porter, Hyatt Roller Bearing Company; first vice-chairman, H. A. Buzby, Keystone Lubricating Company; third vice-chairman, F. L. Maple, Roebling Wire Rope Com-The manufacturers are represented on the Board of Directors of the

American Mining Congress by J. T. Kelly, vice-president Hercules Powder Company.

The Employee Magazine and the Advertising Department

N addition to performing its generally recognized functions, an employee magazine can do a number of things of direct benefit to the sales and advertising department. Here are a few:

It keeps the entire organization informed on the new items of advertising issued.

It encourages the sales force to cooperate in obtaining window displays which any of the salesmen have helped customers to prepare.

It establishes closer relationships with important distributors by publishing articles describing the businesses

with which they are connected.

It strengthens the good-will of prominent individuals who use the company's product by publishing accounts of record performances.

It helps to uncover within the company men with ability to write, who consequently may be good potential material for the advertising department.

It maintains desirable contacts with every department at home and with the plants and branch offices.



Over 425,000 grammar school pupils competed for the spelling championship of lowa in the 1927 contest sponsored by The Des Moines Register and Tribune-Capital!

On April 15th, ninety-nine county winners, representing 5,300 school champions from all corners of lowa, spelled for the state title. This was the largest contest of its kind reported in the United States this year and is probably the largest in history.

This unusual interest is just another evidence of the state-wide influence of *The Register and Tribune-Capital*, reaching all sections of lows, with a circulation of *more than 225,000 daily*.

The Des Moines Register and Tribune-Capital

—and Now Concerning Copy

There is probably no class of thoughtfully-prepared advertising less well read than advertising advertising advertising. Miles of invidious comparisons of "first paper vs. second paper vs. third paper,' leagues of agate lineage, boggy acres of pulpy platitudes and empty epigrams, of sour sarcasm and uplifting ululation, of inept alliteration and unhomelike homeliness—it all makes you wish you could get a lot of fresh "outside viewpoints" and let them do the talking about your own business. Some agency might ask its clients to write a year's campaign for the agency. Some agency might dare to.

e>0

Some Newspaper might ask a lot of agencies to write fact stories about the part the newspaper played in sales in a given effort.

∞≈0

ALL THIS because the advertising columns of this very sheet have yielded up a really swell advertisement by an agency which describes how in 1907 it wrote some copy for Kipling's then preposterous story of an airship flight from London to Quebec; and how in 1927 it is writing copy for an actual commercial air-line. The agency advertising itself with this exciting statement is Calkins & Holden.

∞≈0

NOT THE LEAST beguiling feature of the advertisement is that Kipling dated his then-preposterous flight in a lighter-than-air ship in the year 2025, and here it is 1927 and one heavier-than-air dingus has made Paris already.

@**~**@

Honestly-when you hear, as you do hear every so often-that such-and-such an advertiser has entrusted the whole interpretation of his product to such-and-such an agency on speculative plans, it makes your conscientious copy-writer want to go soak his head, or take up some decent job. All the sincere study he has put into the way a product is made, the way it is used, the way it might be used—all the logical and empirical and spontaneous experiment he has plowed through to tell about the product in an accurate and interesting way—all this labor has been cancelled by a brain-picking advertiser who has seen the neat turn of a temporarily disengaged agency's ankle.

There are, in the seats of the mighty, contemptuous cynics who sense that their copy must have punch, pep, flair and smash at any price, yet who say "There are enough agencies and copy-writers in the world who haven't any mawkish ethics, and who are eager enough to take a chance to get a piece of business. Let 'em come—the more the merrier. We sell from samples—why shouldn't they? Brains are cheap—you can buy all grades."

Well, it gets noised about among the copy-writing ladies-of-the-evening that a certain daddy is looking for new talent on spec. Presently you hear "Sure—so-and-so went down there with a vanload of finished art, complete Journal campaign in color—cost eighteen thousand dollars—limp leather portfolios and all. The president said it just was irresistible—'swept off his feet.'"

He was. Why shouldn't he have been? The agency had summoned its artists, its smartest copy people, and all others who could be pried off their duties to unsuspecting clients, had lined them up, and had announced the raid. "In six weeks we must have a collection of material that will knock them cold." For six weeks the raiders work like beavers, entirely at the expense of the present clients of the raiding agency, of course. The bright copy-writers make, if they are unusually bright, a flashing trip through a half dozen stores, up and down the front steps of a few houses, chatter with a couple of buyers, and return ready to "tear off," as they put it, an eyeknocking-out, epochal, one-in-a-million idea. (If they are not unusually bright, but merely geniuses, they don't bother to go out of the cigarette smoke of their conjuring dens.) By this conscientious process they mine a tunnel under the position being innocently held and honestly cultivated by the agency which is shortly to be dislodged.

The presentation takes place—and if ever there was a "presentation" this one is—a pure gift, from several unsuspecting clients to a "prospect." The mine is exploded. The president is "swept off his feet" in the brilliant gust of proofs and portfolios and adjectives and tinsel and

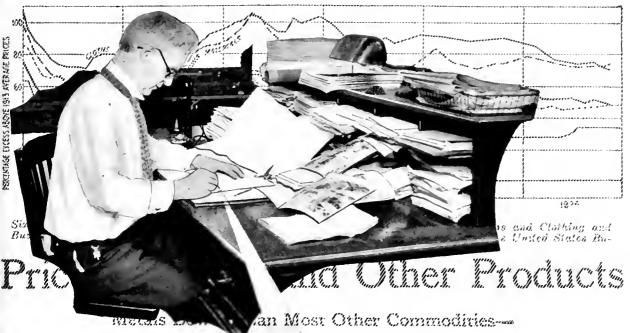
boloney. The raiders had concentrated on the tunnel and the mine; the explosion removed the next previous agency, leaving nothing but broken hearts, cut thumbs, and a few old thumb-nail cuts for booklets. Objective attained (at the expense of the raider's clients, whose time was used for the raid). President says raider better get things in order and carry on. Raider does.

Of course, the thing that is going to sell the product better in the last analysis is advertisements. Which means work. The brilliant new speculative advertisements prove in practice to have everything in them but workmanship. They are like any other speculative structure—built to sell themselves only, with no guarantees, and with much more front than back. Some copy-writers gimmicked up something that looked like advertisements, smelled like advertisements-and the cynical, contemptuous president of the flirtatious company thought they were "advertisements" and bought them.

He'll pay for them. The raider who was clever enough to charge his clients \$18,000 for a speculative raid on the new prospect, and to 'get away' with that charge without any of his clients seeing it, is going to be skilful enough to let the new account share in the cost of the next raid. And in a good raiding-outfit, there is always plenty of exciting night-work in sight. Like the overcoat in the salesman's expense slip, there is a standing item for "raiding expense" in the overhead of a good raiding agency; it's there, all right, even if his clients can't see it.

Hastily constructed copy plans built out of theatrical scenery occasionally sell. Every time they do sell they make monkeys of all the copy-writers who are building their plans with bricks and mortar and sweat. If every advertisementmaker, asked by his boss to make black magic and stir up a campaign for a raid, were to decline, the practice would stop. A lot of copywriters would get fired, and all copywriters enjoy eating. But they could decline without feeling evangelical: a decent lawyer will decline, to give an opinion or write a brief until he is retained and has had a chance to protect his own standing by study; a decent doctor will not write an important prescription

[CONTINUED ON PAGE 67]



Changes in Past Year—Course of Future Prices

FIGURES that require weeks to prepare are read from the graph in a second; tables that analyze a half century of steel making, may be swept at a glance; a quarter century of machinery export is clear in

a minute from figures that took months to dig up—thus the work of a group of trained and analytical men is instantly available to Vice President Graph through the pages of his trade authority.

That's why he reads THE IRON AGE

Other readers look to other departments for the news, the facts, the leads, the trends, the prices that they must know for the intelligent conduct of business; for the timely shaping of policies, the revision of prices and selling methods, and for the cultivation of other markets.

This is the reader interest that makes 1300 advertisers turn regularly to The Iron Age to reach the most influential officers and companies in the Metal Trades Field.







A California Department Store Advertises Its State

ALIFORNIA can boast of creating a new wrinkle in adver-**∤**tising merely by enlarging and embellishing the old wrinkle of institutional advertising. States. cities and communities often advertise themselves, their resources. facilities, industrial and agricultural wealth in much the same manner as Atlanta is so busily doing at the present moment. Department stores also advertise themselves institutionally as Macy's is doing in New York on such a large scale. But the advertising copy of a California department store, of which the above reproductions are samples, beaten the field in institutional publicity, if we may judge by this intriguing copy. A study of these types will reveal the novelty, farsightedness and scope of the new

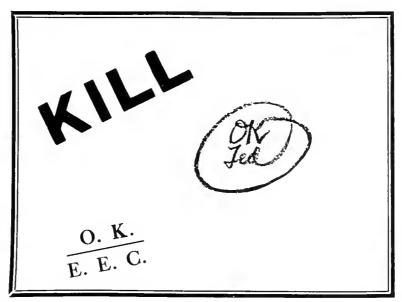
The soundness of the innovation is based upon the principle that exploitation of a state in which a firm is doing business is exploitation of the store, and that whatever benefits accrue to the State from this publicity will, in turn, be ultimately directed to the establishment itself. This method is peculiarly adapted to California. Californians are traditionally proud of their state, and are always ready to tell of its resources and attractions. Consequently a considerable amount of good-will is developed toward the institution that emblazons enthusiastic pride for the state in its advertis-Yet, institutional advertising of this sort can be employed with effect in any state, with the effectiveness proportionate to the sense of pride which the people of the particular state possess.

This all seems to be not only a broad and unselfish policy but one that produces some intrinsically interesting copy. It is undoubtedly having the effect of enlarging the Emporium in the estimation of the public which it serves. There is something in the nature of a magnificent gesture in thus stepping outside the store and including the whole state of California in its ad-

vertising, and implying, in a way, that the Emporium is as big as the state.

The larger stores like Wanamaker's have, for years, been employing art exhibits, fashion shows, Christmas tableaux, autographing authors and what not in order to exploit their wares, appealing thus to the aesthetic, fastidious, symbolical and thousand and one senses of their customers with exceedingly beneficial results. But an enterprising western store, perhaps nowhere approaching the greatness of institutions such as Wanamaker's or Macy's or Gimbel's, has struck its appeal far deeper.

The important thing, however, is an entirely new departure, a new kind of institutional advertising which copy such as the above indicates; a scheme that probably has never been worked out before, and certainly never planned on so large a scale. Not only is the idea itself a novel one, but it has also been well carried out. The subject is interesting, and the copy does justice to it.



HESE MARKS are YOUR PROTECTION

DVERTISEMENTS that urge child readers to "Find Two Bags of Oats in the Puzzle Picture-Win Magic Lantern;" that promise to cure cancer, goitre. epilepsy, tuberculosis and other similar diseases; that give recipes that violate the prohibition amendment; that offer unusual returns from financial investments—any advertising that violates the confidence readers have placed in us is refused by The Cleveland Press.

The Press is the First Advertising Buy in Cleveland

Farm publications that use questionable methods of securing circulation; medical advertisers who offer preparations for the hometreatment of poor eyesight, gall stones, dropsy, etc.; advertisers who play upon the innocence of children, cannot use the columns of The Press.

To keep faith with our readers, to protect legitimate advertisers from unethical and untruthful competition, The Press rejects more than a hundred thousand dollars' worth of advertising yearly, much of which is later published in other Cleveland newspapers.

Each piece of copy submitted is doubly checked. First, by the editor-in-chief of the Scripps-Howard Ohio group: second. by the editor of The Cleveland Press. (The composing room of The Press cannot recognize or set copy of this type unless that copy bears the OK of these two executives.) The Press believes that a newspaper is valuable to an advertiser only so long as it is faithful to its readers. When it sacrifices its independence to other interests, it sacritices its readers' faith in the integrity of its columns—and thus kills the thing that profits the advertiser most.

A copy of our consorship rules and regulations is yours upon request, H rite for it.

The Cleveland Press

NATIONAL REPRESENTATIVES: 250 Park Avenue, New York City

IRST

IN

DETROIT : SAN FRANCISCO

CLEVELAND



ALLIED NEWSPAPERS, INC. 410 N. Michigan Blvd., Chicago SEATTLE : LOS ANGELES

OHIO LARGEST IN

The 8pt. Page Odds Bodkins

PRIL 16, 1927, should go down in business history as a day of great significance. On that spring day the American public spent 23,287,960 dimes with one American merchant!

There is another way to put it-the more business-like way: The sales of F. W. Woolworth & Co. for the Saturday before Easter totaled \$2,328,796.

But it is only when we go to the bank with a sum like this and change it into ten-cent pieces that its amazing significance stands out. Contemplate the mountain of dimes it would make, all of them garnered into the cash registers of one company whose founder had an idea a few short years ago that a store that sold "nothing over ten cents" might appeal to the American public.

Twenty-three million, two hundred and eighty-seven thousand, nine hundred and sixty dimes. In one day!

- 8-pt. -

Here I've been resisting these question-and-answer books for months and months, until I thought myself immune. But Putnam's brings out one by John A. Bassett ("What's the Answer?") made up into sections devoted to various businesses and professions, and I proceed to fall hard for the section on advertising, prepared by Kenneth Groesbeck.

If he hadn't started out by asking an easy one-What artist is most famous for silk-stockinged legs? (And see how artfully he gets the sex appeal into the very first line!)—I shouldn't have been snared. But as it was, I said, with Robert Benchley, "Ask

And he did. me another." Forty of 'em.

Before I knew it I was lost! Perseveringly I struggled through the whole mess of questions. 1 found that I could only answer thirty-three of them, with a fair guess at two more.

Now I'll ask K. G. one: Which ones did I fail on?

- 8-pt. -

C. W. Page of Richmond, Va., says he thinks it would be interesting if readers of this page would contribute accounts of the hest pieces of selling strategy ever tried on them in their experience as buyers of advertising, and contributes this for his:

One day a chap with a very winning smile entered my office with a large burlap bag full of something swung over his shoulder.

No sooner had he entered than he turned the bag upside down in the middle of the floor. Coupons from a single insertion of an advertisement in his newspaper!

That was sixteen years ago and although I cannot remember the visit of any other advertising solicitor during that period, I can say positively that this man's name was Green and he represented the Philadelphia North American.

He "had the floor" with me for fifteen minutes at least, as it took him that long to get the coupons back into the bag.

Yes, yes, Mr. Page. But what we want to know is: Did he make a sale?

- 8-nt. -

Kettering of General Motors says that the purpose of their research department is to keep the American public dissatisfied with their automobiles.

Like most epigrammatic statements, that is only a half-truth. The other half is that the purpose of their research department is to find cheaper ways to make automobiles so that the American public can afford to keep dissatisfied with the ones they have.

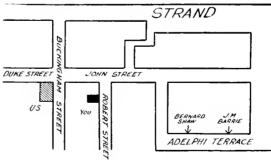
- 8-pt. -

This business of my having a London office is causing dissension! Two of my good London friends, Fleetwood Pritchard and Sinclair Wood, who are associated in business, are squabbling over where my office shall be.

Pritchard writes me a letter, illustrated with a rough map in pen and ink, in which he says:

"Dear Bodkins:

This is meant to be a plan of the Adelphi. The red dot is our office. The blue dot is your office, if it is vacant.



EMBANKMENT GARDENS

The office marked in blue is at present pays £60 per annum for it. This is below the market price, but you could get a room in the Adelphi District for f100. Extras to include cleaning, electric light, and heating would not exceed about £25. A daily newspaper would be £1-6-0 per annum Total budget—£126.6.0 at the outside.

We look forward to seeing you.



It seems that Wood saw this letter on Pritchard's desk and, taking his fountain pen in hand, added a note on his own account:

Dear Odds:

Dear Odds:

I have an idea that Pritchard has misplaced your office by about half a mile. My impression is that you want the Temple-haw Courts district, further East than The Adelphi, and just about where Fleet St. Law Courts district, further East than The Adelphi, and just about where Fleet St. hegms. I think you could rent a room thereabouts for f50—f60 a year, but it might mean putting your name on a waiting list for a while. I have friends living nearby, and will have inquiries made and let you know."

Discovering Wood's penned postscript when he came to sign the letter, Pritchard has the last word, and in red ink, in the form of a postscript reading, P. S. The Adelphi district is much more attractive!

Now it so happens that Wood is right: the Temple-Law Courts district is the section I had in mind for my London office But that was before I learned that I could have an office for a paltry £60 per annum right around the corner from Bernard Shaw and J. M. Barrie, and within a minute's walk of my good friends Pritchard and Wood.... Yes, I think I favor the Adelphi section. I'm not ready to sign a lease yet, but a budget of £126 6 0 doesn't seem too much for the indulgence of as deep-seated a hobby as this

London office one of mine.

- 8-pt -

I see by the papers that the Street Property Forty-second Owners' and Merchants' Association is conducting a survey to determine whether crowded sidewalks are an asset or a liability.

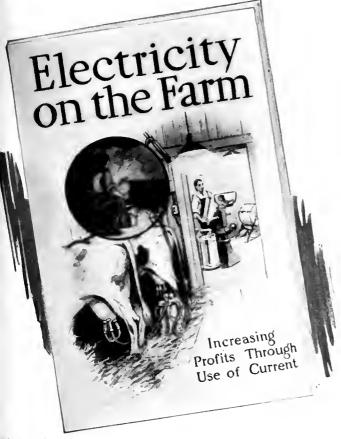
Is it possible that crowding has reached the point where we must even consider junking Gerald Stanley Lee's famous formula: "The value of a piece of land is the number of footsteps passing by it in twenty-four hours"?

-8-pt. -

Outdoor sign somewhere along the "Great Ninety Miles" between New York and Philadelphia—In 1927 Visit Romantic Germany.

Award the Iron Cross for 1927 for tactlessness in copy!

Announcing:



A publication

with ideal consumer circulation—distributed by Electric Power Companies to their own high line customers and prospective customers, (thus insuring hand-picked circulation) — with a view to building up the use of electric current—and with it—a market for the thousand and one appliances that belong on the farm and in the rural home.

"Electricity on the Farm"

Monthly—starting in July.

Vrite for Sample copy

KEYED editorially to the needs of the user and prospective user of electricity on the 2½ million farms of the country that are considered logical power line customers.

300,000 farms are already electrified; and nearly 100,000 more are being added this year.

This tremendous market is waiting to be told what electrical equipment and appliance manufacturers have to sell them.

May we tell you more about this extremely interesting development in electrical merchandising at a surprisingly low cost per customer?

Published by Farm Light & Power Publishing Co., Division of

CASE-SHEPPERD-MANN PUBLISHING CORP.

Pennsylvania Bldg., 225 West 34th St., New York, N. Y.

WESTERN MANAGER, H. T. MURRAY, CHICAGO

llso Publishers of Water Works Engineering, Fire Engineering, International Fire Chief and Rural Electric Dealer

My Life in Advertising

[CONTINUED FROM PAGE 20]

simplicities. These people whom I know so well became my future customers. When I talk to them, in print or in person, they recognize me as one of their kind.

I am sure that I could not impress the rich, for I do not know them. I have never tried to sell what they buy. I am sure I would fail if I tried to advertise the Rolls-Royce, Tiffany & Company or Steinway pianos. I do not know the reactions of the rich, nor do I want to know them. The few that I do know, I hold in contempt. But I love to talk to laboring men, to study housewives who must count their pennies, to gain the confidence and learn the ambitions of poor boys and girls. Give me something which they want, and I will strike the responsive cord. My words will be simple, my sentences short. Scholars may ridicule my style. The rich and vain may laugh at the factors which I feature. But in millions of humble homes the common people will read and buy. They feel that the writer knows them. And they, in advertising, form 95 per cent of our customers.

To poverty I owe many experiences which taught me salesmanship. Had it not been for poverty I would never have been a house-to-house canvasser, and there I learned the most I know about human nature as applied to spending money. Canvassing is a wonderful school. One of the greatest advertising men this country has developed always went out to sell in person before he tried to sell in print. I have known him to spend weeks in going from farm to farm to learn the farmer's viewpoint. I have known him to ring a thousand doorbells to gain the

woman's angle.

TO poverty I owe the fact that I never went to college. I spent those four years in the school of experience instead of a school of theory. I know nothing of value which an advertising man can be taught in college. I know of many things taught there which he will need to unlearn before he can steer any practical course. Then higher education appears to me a handcap to a man whose lifetime work consists in appealing to common people.

I have watched countless college men in business. In an advertising agency of which I was head, we employed college men, even as office boys. Many a client of mine has adopted the same policy. The whole idea was to employ men with training which the employers lacked, and of which they keenly felt the lack. But I cannot remember one of those men who ever gained a prominent place. The men who spent those college years in practical business had an overwhelming advantage. As far as advertising is concerned, one can learn more in one week's talk with farm folks than by a year in any classroom I know.

To Will Carleton I owe the influence which directed my course from the ministry. I was destined to be a clergyman. I came from clerical ancestry. There was not the slightest question in the minds of my family that my career would lie in the pulpit.

But they overdid the training. My grandfather was a hard-shell Baptist. my mother a Scotch Presbyterian. Together they made religion oppressive. I attended five services on Sunday. I listened Sunday evening to dreary sermons when they had to pinch me to keep me awake. Sundays were desolate days. I was not allowed to walk. I could read nothing but the Bihle and the Concordance.

WILL CARLETON was a classmate of my father's at college. He wrote "Over the Hills to the Poorhouse," and other famous ballads. The State of Michigan has recently honored him by setting aside his birthday, Oct. 23, for annual observance in the schools. He became the idol of my youth.

When I was a boy of nine or ten Will Carleton was on the lecture platform. When he came to our city, he stopped at our home, and he found there the ultra-religious atmosphere not pleasant for a boy. After one of his visits he wrote a ballad based on that experience. It was published in his "City Ballads," and the title was, "There Wasn't Any Room for His Heart." It recited the tale a young man told the sheriff on his way to prison—the tale of a Scotch Preshy-terian home where religion was fanaticism. The boy, through this repression, was driven into crime. Will Carleton, in that ballad, made me the victim of that religious tragedy, and sent me a copy of the book. His attitude on religious fanaticism showed me for the first time that there was another side.

I went on studying for the ministry. I was a preacher at seventeen. preached in Chicago at eighteen. But the course of thought which Will Carleton started eventually made a religious

career impossible for me.

Another man exerted a remarkable influence on my impressionable years. He was a railroad section foreman, working for \$1.60 per day. He bossed several men whose wages were \$1.25 per day. He impressed me with the difference between him and his helpers. The helpers worked from necessity. They did as little as possible. They would count the hours to quitting time, then on Saturday nights they would go to the city and spend all they earned in the week.

The foreman worked with enthusiasm. He said, "Boys, let us lay so many ties today. Let us get this stretch in fine shape." The men would go at it stoically, and work as though work was a bore. But the foreman made the

work a game.

That man built his home in the evenings, after ten-hour days on the rail-He cultivated a garden around Then he married the prettiest girl in the section, and lived a life of bliss. Eventually he was called to some higher post, but not until I learned great lessons from him.

"Look at those boys play ball," he said. "That's what I call hard work. Here I am shingling a roof. I am racing with time. I know what surface I must cover before sunset to fulfill my stint. That's my idea of fun.

"Their idea is different. If a thing is useful they call it work; if useless they call it play. One is as hard as the other. One can be just as much a game as the other. In both there is rivalry. There's a struggle to excel the rest. All the difference I see lies in attitude of mind."

I came to love work as other men love golf. I love it still. Many a time l beg off from a bridge game, a dinner or a dance to spend the evening in my office. I steal away from week-end parties at my country home to enjoy a few hours at my typewriter. I cannot endure a holiday or a Sunday unless half of it is spent in work.

So the love of work can be cultivated, just like the love of play. The terms are interchangeable. What others call work I call play, and vice versa. We do best what we like best. If that be chasing a polo ball, one will probably excel in that. If it means checkmating competitors, or getting a home run in something worth while, he will excel in that. So it means a great deal when a young man can come to regard his life work as the most fascinating game that he knows. And it should be. The applause of athletics dies in a moment. The applause of success gives one cheer to the grave.

When I was ten years old mother was left a widow. From that time on I had to support myself and contribute to the support of the family. I did this in many ways, but the only ways which count here are those which af-

fected my after-career.

Mother made a silver polish. I molded it into cake form and wrapped it in pretty paper. Then I went from house to house to sell it. I found that I sold about one woman in ten by merely talking the polish at the door. But when I could get into the pantry and demonstrate the polish I sold to nearly

'HAT taught me the rudiments of THAT taught me the running another lesson I have never forgotten. A good article is its own best salesman. It is uphill work to sell goods, in print or in person, without

samples.

The hardest struggle of my life has been to educate advertisers to the use of samples; or to trials of some kind. They would not think of sending out a salesman without samples. But they will spend fortunes on advertising to urge people to buy without seeing or testing. Some say that samples cost too much. Some argue that repeaters will ask for them again. But persua-sion alone is vastly more expensive.

I wish that any advertiser who does not believe that would do what I did with that silver polish. It taught me a lesson which has saved advertisers a good many millions of dollars.

I learned this, also, from street

MCCLURES

YESTERDAY

JUST one year ago, McCLURE'S made its initial appearance to the public under new management.

Warwick Deeping's best seller, "Doomsday," was first published in McCLURE'S. A year ago, Elliott White Springs brought his first story to McCLURE'S. His sudden rise to fame as a leading character in "War-Birds" has made his sensational novel, "Clipped Wings," now appearing in McCLURE'S, a remarkable circulation building story.

In fact, its first installment increased sales more than 29%. And circulation continues to grow because people find McCLURE'S entertaining.

Following these circulation gains, has come advertising recognition far beyond our hopes for so young a medium. Such prominent advertisers as "Vaseline" Petroleum Jelly. Chesterfield, Zonite, Listerine and Lucky Strike attest to a growing and well founded faith in the new McCLURE'S.

Tomorrow

McCLURE'S second year will be even more brilliant and productive.

A new novel by Cosmo Hamilton will soon appear serially in McCLURE'S. Cornell Woolrich, winner of College Humpr's \$10,000 prize novel contest, has contributed a story typical of McCLURE'S policy to reflect youth and romance through the most talented of the younger writers. In stories of struggle and achievement, McCLURE'S offers a magazine of inspirational and constructive value to readers and advertisers.

News of these circulation building stories will continue to be broadcast through metropolitan newspapers reaching more than 20,000,000 readers.

Circulation is now piling up. It will continue to increase with even greater speed. And a growing number of advertisers will find, as others have already found, that it always pays to—include McCLI RE'S.



The MECLURES
The Magazine of Romance

R. E. BERLIN, Business Manager 119 West 40th St., New York Chicago Office, 360 N. Michigan Ave. fakirs. I stood by hours to listen to them in the torchlight. I realize now that I drank in their methods and theories. They never tried to sell things without demonstration. They showed in some dramatic way what the product they sold would do. It is amazing how many advertisers know less than those men about salesmanship.

SHALL deal with this further. The SHALL dear with this return. I subject is very near to my heart. I touch on it here to show where I learned the rudiments of coupons. Since then I have sent out in magazines and newspapers hundreds of millions of coupons. Some were good for a sample, some were good for a full-size package free at any store. My name is identified with this system of advertising. have "sampled" every sort of thing. Nothing else has done so much to make me a factor in advertising. Yet how simple it is and how natural. Doing what every salesman must do, every canvasser and fakir. None but those who regard advertising as some magic dreamland will ever try to sell without sampling.

Another way I found to make money was by selling books. The profit was 100 per cent, and the field appeared inviting. One day I read that Allen Pinkerton, the great detective, had written his life history. No need to say that Allen Pinkerton was the hero of all boys of those times. So I induced mother to invest our little capital in a supply of Allen Pinkerton's books.

I remember when the books came in. I spread them over the floor. I was sure that all people were waiting to get them. I was anxious to rush out and supply them.

Mother said: "Get the leading men first. They will bring in the others." So I went up that morning to the mayor—Mr. Resigue—before he left his home. He received me very cordially. I was a widow's son. I had the cordial support of all our best people in my efforts to make money. And I have learned since that every young person has.

But I struck a snag that morning. Mr. Resigue was a deeply religious man. He had some extreme and exacting ideals. One idea of his was that a detective, dealing with criminals, had no place in polite society. He had outgrown the hero stage.

He listened to me until I brought out my book. Then he gave it one glance, and threw the book in my lap. He said: "You are welcome in my home, but your book is not. One of you must depart. You may stay here as long as you wish to, but your book must go into the street. I consider that an Allen Pinkerton book is an offense to all I stand for."

That was a revelation. I have seen it exemplified scores of times since then. Hundreds of men have discussed their pet projects with me. Boards of directors have gravely decided that the world must be on their side. I have urged them to make tests, to feel out the public pulse. I have told them that people in general could never be judged by ourselves. Some have listened and profited; some have scorned my opinions. Sometimes those who decided to judge the world by themselves succeeded. Four times in five they failed. I know of nothing more ridiculous than gray-haired boards of directors deciding on what housewives want.

Mother encouraged me. She said:

"Go among business men, go down to the Big Store." Learn what they say about it." I did so. The manager bought a book. Then he took me around among his office force and sold six more books for me. I made a big clean-up on Allen Pinkerton's book. We live in a democracy. On every law there are divided opinions. So in every preference, every want. Only the obstinate, the bone-headed, will venture far on personal opinion. We must suhmit all things in advertising, as in everything clse, to the court of public opinion. This, you will see, is the main theme of this biography.

Let me digress here to emphasize that the road to success lies through ordinary people. They form the vast majority. The man who knows them and is one of them stands the vastly better chance.

Two of the greatest successes I have ever known in advertising were very ignorant men. They are now heads of agencies. One of them has made millions in advertising—a man who can hardly sign his name. But he knew ordinary people, and the ordinary peo-

ple bought what he had to sell.

ONE of them wrote copy which would induce a farmer to mortgage his barn to respond. But his every sentence had to be edited for grammer.

Now college men come to us by the hundreds and say, "We have education, we have literary style." I say to them that both those things are handicaps. The great majority of men and women cannot appreciate literary style. If they do, they fear it. They fear overinfluence when it comes to spending money. Any unique style excites suspicion. Any evident effort to sell creates corresponding resistance. Any appeal which seems to come from a higher class arouses their resentment. Any dictation is abhorrent to us all.

Always we are seeking in advertising men with the impulse of the majority. We never ask their education, never their literary qualifications. Those lacks are easily supplied. But let a man prove to us that he understands human nature, and we welcome him with open arms.

Let me cite two or three examples. One day I received a letter from a man who had evidently addressed me at random. He said, "There is a great demand for ready-made meat pies, and I make them. I have named them Mrs. Brown's Meat Pies, because people like home cooking. I have created a considerable demand, and I know there exists a much larger demand. I want capital to expand it."

I saw in that man primeval instincts. His meat pies did not attract me, but his rare insight into human nature did. I sent out a man to investigate. He found that the writer was a night cook in a shabby restaurant at \$8 a week. I brought him to my office and offered him \$25 a week to learn advertising. He came with me, and he is now one of the leading advertising men of the country.

Another man came to Chicago from Manitowoc, Wis. He ate breakfast at a Thompson restaurant. He found there a baked apple which reminded him of his home. He said to himself, "There are thousands of men in Chicago who come as I do from the country. Two-thirds of the city con-

sists of them. I should tell them about those baked apples."

He wrote up a page ad on baked apples and submitted it to John R. Thompson. Mr. Thompson agreed to run it, and the patronage of his restaurants increased at once. That was the beginning of an advertising campaign which multiplied the patronage of the Thompson lunch rooms and made their owner many times a millionaire.

That first Thompson ad was published on Sunday morning. I was head of the copy department in a large advertising agency. I was seeking new talent. That very morning I found the man who wrote that ad and brought him to my hotel. I offered him \$7,500 a year—a man from a small town in Wisconsin who had never earned one fifth that. I saw in him one of the few men who knew people as I know them.

He did not accept, for he saw in his first ad the chance to independent success. He went on and won it. He pictured to the country boys of the city the foods they had known at home—doughnuts, pies, real country eggs and butter. And there he laid the foundation of a great advertising career.

So with Phillip Lennan. He came from Syracuse, and after some initial experience started with Royal Tailors. The Royal Tailors sold tailored clothes to young men in small towns and in the country. Lennan, too, conceived the idea that Chicago contained a great many people transplanted from the country. He remembered his own environment of a few years before. Men would go to "misfit parlors" because the name suggested made-to-order clothes. So he invited the men of Chicago to come to his shops, and brought them by the tens of thousands. I offered him a position at twice what he was earning, because he knew what people really wanted.

So with Charles Mears who advertised the Winton car. He was one of the most human men I have ever met. I offered him \$25,000 a year to come into the agency field. I said, "You are one of the few people in advertising who appeal to natural impulses. We need you, we who are struggling to find real humanity." But his humanity led him to extremes. His ambition was to join Billy Sunday. He said, "If I can sell merchandise to ordinary people, I can sell them salvation. And that is more worth while." We lost for the time one of the greatest advertising experts,

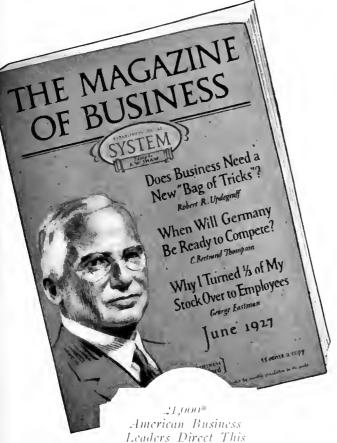
Now to get back to my own story. Up to my graduation from high school my ambition was the ministry. I was an earnest Bible student. Often in prayer meetings I spoke a short sermon. Thus all came to regard me as a coming pulpit orator. I was made valedictorian of my class. My graduating essay was on ambition, and I still remember how I denounced it, how I pleaded for poverty and service.

During the following summer I preached every Sunday in a country school where I taught. The school was twelve miles from my home, but I walked there with my luggage.

I was the teacher in that community on week-days and the minister on Sundays. And I learned there every day new lessons about people. That, you will realize as you go along, is the most I have ever learned.

When that summer was over I went

Where Business Leaders Talk to Business Leaders"



Magazine

Over 21,000* presidents, vice-presidents, or similar corporate officers, leaders in all lines of business and finance from every section of the country, make up The Council on the Trend of Business, This Council points out what is most timely, and of greatest interest to business, collaborates in answering that most important question, "How's Business?"—a monthly feature in System, THE MAGAZINE OF BUSINESS,

*Part of the 215,000 net paid circulation.

OW'S business now? What is the most favorable factor in present business conditions? The most unfavorable? What are business men discussing most?

Over 21,000 leaders of American business (members of The Council on the Trend of Business) give their best thought, their soundest judgment, in determining just these things for themselves and for you.

You'll find these questions answered in "The Business Outlook," "The Business Weather Map," and "The Underlying Trend,"... monthly features in THE MAGAZINE OF BUSINESS. And more... these timely articles in the June issue:

"Does Business Need a New Bag of Tricks?"

By ROBERT R. UPDEGRAFF
Author of "Captains in Conflict."

"When Will Germany Be Ready to Compete?"

By C. BERTRAND THOMPSON
President, Thompson et Compagnie, Paris

"Why I Turned 13 of My Stock Over to My Employees"

By GEORGE EASTMAN
Chairman, Eastman Kodak Company

Each issue of THE MAGAZINE OF BUSINESS gives a broad picture of the business situation, plus practical suggestions from leaders of business as to what business can do to cope with its current problems.

And this double service to men of business has brought over 215,000 business men subscribers—the largest \$4.00 monthly circulation in the world.

THE MAGAZINE OF BUSINESS





TRY THIS

Ponder a minute over the development of the particular drug store you patronize for your personal needs. No farther back than when you were introducing a safety razor to your upper lip, that drug store was a mere museum of medicine. Today it's a thriving merchandising mart.

What has happened to the drug store in your neighborhood has happened to the drug stores of the Nation. Drug store prosperity has been widespread. Indeed, it would have to be to enable the drug stores of the United States and Canada to sell \$1,300,000,000 of goods annually. That was last year's figure.

"IT'S FRAE, SANDY!"

Maybe you saw our arresting spread in a recent issue of PRINTERS INK. We mean the one that was labeled: "9540 druggists that cost you absolutely nothing."

The advertisement pointed out that DRUG TOPIC'S present advertising rates are based on our 1923 circulation of 43,256 whereas the current circulation is 52,796 (our advertisers are getting this extra circulation of 9,540 copies a month at no extra charge).

So far we haven't had any requests from Edinburgh advertising agencies asking us to distribute circulars to these extra 9,540 druggists without charge.

But then it takes a little while to get cir-

DOING NICELY, THANK YOU!

Just as we are sending these powerful words on their rumble down through the corridors of time—

We are told that this week's advertising orders for DRUG TOPICS total 1791, pages.

The products covered by these orders range all the way from electric vaporizers to rubber patches—and include shaving cream, bottles, baby food, tooth paste, capsules, tonic, face powder, and sanitary specialties.

Schedules of varying kinds are outlined—from a solitary quarter page one time to an eight page insert every issue for a year,

UNSOLICITED, TOO.

One of the orders is an increase from a manufacturer who offers some words* of wisdom along with his new (and enlarged) advertising contract. And these they are:

*"We have passed the 25,000,000 bottle mark on (name on request) and it is going bigger and better than ever before. I thought you would be interested in this because we feel that your publication DRUG TOPICS is helping us as much as anything we have ever used."

He also says: "The manufacturer of a proprietary medicine or any product sold through drug stores, to my mind, makes a big mistake in thinking he can force the retail druggist to handle and push his goods solely by national advertising and the consumer demand he may get thereby.

"My many years' experience in the drug trade business has taught me the impor-

tance of the good will and whole-hearted support of the jobber and retailer. Consumer demand may get a certain distribution and a sale on call, but won't by itself get the dealers' enthusiastic support, won't get counter display, windows, personal recommendation, and the many other helps a real dealer can give a product he is sold on and believes in.

"Consumer advertising without a real dealer and jobber tie-up is, to my mind, only about 50% efficient—for maximum results, the cooperation and friendly mental attitude of the retailer toward a product is vital if manufacturer is to obtain his share of the 'breaks.'

"For this reason, we made a thorough investigation of ways and means of telling our sales story to the drug retailers of this country and Canada, and as a result of this investigation decided to use DRUG TOPICS almost exclusively for our trade paper advertising, and to tie up our national consumer campaign with the trade."

What's that? Sure, we'll gladly tell you his name for the asking—and show you the letter!

QUICK, THE PAPER STRETCHER

As usual, here we're down at the bottom of the column completely surrounded by unwritten paragraphs screaming for space—and there is no space!

Yet, as much to show that DRUG TOPICS is not jealous as anything else, we'll simply have to swipe a pica or two to record that over at the other end of the continent, "The Los Angeles Dealer Herald" has given an editorial send-off to the service rendered by one of our sister publications, DRUG TRADE NEWS.

A monthly supplement to the Los Angeles Evening Herald, the Dealer Herald, pounced upon the inspiring DRUG TRADE NEWS story of the monumental direct mail advertising received by a typical druggist in a week, and reprinted it, pictures 'n' everything.

If you are pasting "believe it or not" in your scrap-book, you can refresh your memory on the high spots of that story by referring to the May 4th installment. Therein we indited:

That druggist who fails to appear behind the counter the very instant a customer appears before the counter, is undoubtedly in the back of the store reading his direct mail literature. Investigation shows he receives 103 pieces every two weeks. Looks like too much. What do your think?

Drug Topics

The National Magazine of the Drug Trade TOPICS PUBLISHING CO., Inc.

Also Publishers of
WHOLESALE DRUGGIST,
DISPLAY TOPICS,
DRUG TRADE NEWS

291 Broadway, New York Atlanta Chicago St. Louis Boston Cleveland San Francisco to Chicago. Mother was visiting at the home of Doctor Mills in Brighton Park, and I joined her. The day after my arrival was Sunday. In the afternoon the minister came to call. He was ill. The next day he was leaving for an extended vacation. He told us how he dreaded to preach that night, so mother suggested that I would relieve him. It would be all right because I was a student for the ministry.

I recognized that as a crisis. I had been growing away from mother's strict ideas of religion, but I had not dared to tell her. During the summer I had prepared a sermon based on my ideas. It countenanced the harmless joys of life which had been barred to me. It argued against hell fire, against infant damnation, against the discipline I knew. It even questioned the story of the creation and of Jonah and the whale.

I resolved to deliver the sermon that night and face the consequences. I was at a juncture. Unless I entered the ministry, I felt that my school days were ended. I had come to Chicago to decide on my course, and this was the test.

As the sermon progressed the minister grew restless. Mother's face was an enigma. The audience appeared appalled. When I finished, the minister pronounced a trembling benediction. The audience filed out in silence. Not a man or woman came to greet me. Then I knew myself an outcast from the flocks I had hoped to lead.

OTHER walked home in silence. She said no word to me that night, but I knew that I had brought myself to the parting of the ways. The next day she asked me to lunch with her downtown. At a table on Dearborn Street, she opened the subject by stating that I no longer was her son. I waited for nothing further, but arose and walked out on the street. There I closed the door forever on a clergyman's career.

Mother was never the same to me again. She could not forgive my delinquency. We rarely met after that day. She lived to see me successful in other occupations, but she never discussed them with me.

On that fateful day out on Dearborn Street, I felt in my pocket and found only \$3. The rest of my savings had been left in Michigan. I thought of Spring Lake, where my uncle had a fruit farm. It was fruit-picking time, so I resolved to get there and pick fruit.

I went down to the harbor and found several lumber vessels from Muskegon. The captain of one of them let me work my way across as chore boy in the kitchen. From Muskegon I walked to Spring Lake, and arranged to pick fruit for my uncle and others at \$1.25 a day. Those earnings, with my savings as a school teacher, gave me over \$100. But I needed \$200 for a course at business college.

Grandfather, who lived at my uncle's home, admired the way I worked. He called me Mr. Stick-to-itiveness. There were two of us boys on the farm, cousins of the same age. I worked sixteen hours a day, my cousin worked as little as he could. So grandfather decided to back me. All he had in the world was \$100 saved to bury him. Hoffered that to me on condition that I

KNOWN MERIT



ALICE VAN LEER CARRICK

Antiques





"No. 407" was one of the three most successful dairymen in a group of 78 studied by the Farm Management Department of Cornell University.

His average sales of milk were \$4,125 yearly marketed through the Dairymen's League Co-operative Association, Inc. In addition, he sold cash crops worth on the average \$1,649 yearly, making his total gross income \$5,774.

After paying the expenses of operating his 174-acre farm and allowing 5% on his investment, his net "labor income" was \$1,932 yearly. "A really successful farmer," comments the farm management specialist.

This young man—he is under forty—is typical of the keen, forward-looking men who own, control and read the Dairymen's League News.

You can reach them through the columns of their own paper, and the cost is only 50c a line.

Write today for Sample Copy and Rate Card







A.B.P. and A.B.C. Published

Bakers' Helper Is the oldest magazine in its field. It has given practical help to bakery owners for 40 years. The fact that over 75 per cent of its readers renew their subscriptions by mail shows they want it.

New York Office 17 E. 42nd St.

431 S. DEARBORN ST. CHICAGO, 1LL.

THE AMERICAN ARCHITECT Est. 1876 A. B. C. A. B. P.

"Advertising and Selling to Architects," a booklet prepared to give you a better understanding of the architectural field, is now available.

Your copy will be sent upon request.

243 West 39th St.

New York

assume the burial expense when it came. Of course I did.

With \$200 l went to Grand Rapids

and entered Swensburg's Business College. It was a ridiculous institution.
"Professor" Swensburg wrote a fine
Spencerian hand. With that single
qualification he became a business teacher. We might as well have spent those six months in a university studying dead languages. We were supposed to graduate as bookkeepers, but all we learned of bookkeeping was some stilted figures.

THE real teacher was a man named Welton. We called him "Professor" Welton. He died a janitor. His idea of teaching was to ridicule us boys and make us feel insignificant. phrases dripped with sarcasm. favorite form of torture was a spelling lesson with some catch words which none could spell. It showed us how hopeless we were.

'Professor" Swensburg gave us a morning lecture. His object seemed also to make us feel humble. Perhaps that is a good qualification for a bookkeeper who expects to grow old on a high stool. I am inclined to think it is. His lessons in humility consisted in assuring us that there were bookkeeping jobs awaiting us at \$4.50 per week when our course was finished. Not a word of enlightenment, none of encouragement.

I was nearing the end of my course, also of my resources. I began to contemplate going back to the farm. Then one morning "Professor" Swensburg brought a postal card to his lecture, and used that as his subject. He said, "I have often told you boys that positions awaited you at \$4.50 per week somewhere. Now I have the actual evidence. It comes on a postal, not in a letter, to save postage. A business man in Grand Rapids writes me that he has a bookkeeping position at \$4.50 per week for one of you, and he asks me to send him a candidate."

The other boys laughed. It was a new joke on their worthlessness. But I edged toward the door. When the "Professor" finished his lecture and started downstairs I was only one step behind.

He gave me a letter to E. G. Studley, and I went to interview him. He was interested in the Grand Rapids Felt Boot Company. The young man who had kept the books had been advanced to superintendent. They wanted some-one in his place. If that superin-tendent considered me qualified, I could have the place.

I went to him and secured it. The bookkeeping was a minor item. I was expected to sweep the floors and wash the windows. I was also to be errand boy. The chief condition was that I was never to wear a coat. The superintendent was very democratic. He wanted no "dudes" about him. In the office and on errands downtown I was always to appear in my shirt sleeves. I could qualify for that position because I had two shirts left.

Then came the question of living on \$4.50 per week. I found a small room with a widow who wanted a man in the house. That cost me \$1 a week. In a restaurant over a grocery store a dingy man served dingy meals at \$2.50 a week. They were beyond my reach. I had to consider my laundry. So I arranged with him to miss two

VESTMONT ENAMEL



The Circular

WESTVACO SURFACE FOR EVERY PRINTING NEED

The Mill Price List *Distributors* of *WESTVACO MILL BRAND PAPERS*

The Chatfield & Woods
Company
20 W. Glenn Street, Atlanta, Ga.

The Arnold-Roberts Company Augusta, Me.

Bradley-Reese Company 308 W. Pratt Street, Ballimore, Md.

Graham Paper Company 1726 Avenue B, Birmingham, Ala.

The Arnold-Roberts Company 180 Congress Street, Boston, Mass.

The Union Paper & Twine Company Larkin Terminal Building, Buffalo, N. Y.

Bradner Smith & Company 333 S. Desplaines Street, Chicago, 111.

West Virginia Pulp & Paper Company 732 Sherman Street, Chicago, Ill.

The Chatfield & Woods Company 3rd, Plum & Pearl Streets, Cincinnati, O.

The Union Paper & Twine Company 116-128 St. Clair Avenuc, N. W. Cleveland, O.

Graham Paper Company
1001-1007 Broom Street, Dallas, Texas

Carpenter Paper Company of Iowa

106-112 Seventh Street Viaduct, Des Moines, Ia.

The Union Paper & Twine Company 551 E. Fort Street, Detroit, Mich.

551 E. Fort Street, Detroit, Mich.

Graham Paper Company 201 Anthony Street, El Paso, Texas

Graham Paper Company 1002-1008 Washington Avenue, Houston, Texas

Graham Paper Company 332-336 W. 6th Street, Traffic Way, Kansas City, Mo.

West Virginia Pulp & Paper Co. 122 East 7th Street, Los Angeles, Cal.

Mill Price List

Velvo-Enamel Marquette Enamel Sterling Enamel Wêstmont Enamel Westvaco Folding Enamel Pinnacle Extra Strong Embossing Enamel Westvaco Ideal Litho. Westvaco Satin White Translucent. WestvacoCoated PostCard ClearSpringSuper Clear Spring English Finish Clear Spring Text Westvaco Super Westvaco M.F. WestvacoEggshell MinercoBond Origa Writing WestvacoMimeograph Westvaco Index Bristol Westvaco Post Card



Manufactured by

WEST VIRGINIA PULP & PAPER COMPANY

The E. A. Bouer Company 175-185 Hanover Street, Milwaukee, Wis.

Graham Paper Company 607 Washington Avenue, South, Minneapolis, Minn.

Graham Paper Company 222 Second Avenue, North Nashville, Tenn.

The Arnold-Roberts Company 511 Chapel Street, New Haven, Conn.

Graham Paper Company S. Peters, Gravier & Fulton Streets, New Orleans, La.

Beekman Paper and Card Company, Inc. 137-141 Varick Street New York, N. Y.

West Virginia Pulp & Paper Company 200 Fifth Avenue, New York, N. Y.

Carpenter Paper Company 9th & Harney Streets, Omaha, Neb.

Lindsay Bros., Inc. 419 S. Front Street, Philadelphia, Pa.

> The Chatfield & Woods Company 2nd & Liberty Avenues, Pittsburgh, Pa.

The Arnold-Roberts Company 86 Weybosset Street, *Providence*, R. I.

Richmond Paper Company, Inc.

201 Governor Street, Richmond, Va.

The Union Paper & Twine Company 25 Spencer Street, Rochester, N. Y.

Graham Paper Company 1014 Spruce Street, St. Louis, Mo.

Graham Paper Company 16 East 4th Street, St. Paul, Minn.

West Virginia Pulp & Paper Company 503 Market Street, San Francisco, Cal.

R. P. Andrews Paper Company 704 1st Street, S. E., Washington, D. C.

> R. P. Andrews Paper Company York, Pa.

meals a week and get board for \$2.25. I was a young man, active and ever ungry. Always the great question as, what meals to miss. I tried breakfast, but morning found me starving. I tried luncheon, but that lost meal would spoil my afternoon. My only way was to race by the restaurant at night and go to bed. And that I could not do unless I crossed the street. The smell of the food would tempt me

to forget the shirt sleeves which formed so great a factor in my work.

That sounds rather pitiful, but it wasn't. It was a great advance over the color swamp over the color state. my cedar-swamp experience. I slept alone in a bed, instead of on a haymow with railroad section men. So long as we are going upward, nothing is a hardship. But when we start down, even from a marble mansion to a heaper palace, that is hard.

The Felt Boot Company comprised some of the leading business men of Grand Rapids. Our sales came in winter only, so all summer we borrowed noney to get ready for those sales. The directors indorsed our notes. f my duties was to go around and ecure indorsements and renewals. In hat way I met Mr. M. R. Bissell, presi-ent of the Bissell Carpet Sweeper ompany.

He was a genial man, and I saw in im my chance to a higher salary. One ay I waylaid him on his way to lunch. pictured the difficulties of a young an living on \$4.50 per week. There ian living on \$4.50 per week. as no need to exaggerate. There on is way to lunch I told him of the two reals weekly I was obliged to miss. bove all, I pictured my dream of pie. knew a restaurant which served pie t dinner, but the board was \$3.50.

From him I learned another kink in uman nature. Struggle and poverty d not appeal to him. He had known iem well, and he considered them good r a fellow. But he loved pie and had ver been denied it. So he invited me me to eat pie. And he arranged for salary of \$6 per week so I could have e every day.

in the next installment of his autography Mr. Hopkins describes his first advertising work. While acting as a okkeeper in the employ of Mr. Bissell, conceived the idea that carpet sweepers all the sold by mail. How he demonated the truth of his contention and all up an unprecedented volume of busiciss for his employer's company will be tated in our issue of June 15.

Convention Calendar

JUNE 13-15—Sixth Annual Convention and Exhibit of the National Industrial Advertisers Association, Hotel Statler, Cleveland, Ohio.

JUNE 13-16—Thirtieth Annual Convention of the International Association of Displaymen, Hotel Statler, Detroit

Detroit.

JUNE 26-30-International Advertising Association Convention, Den-

SEPT. 12-15—Annual Convention of the Financial Advertisers' Associa-tion, West Baden, Ind.

OCTOBER 4-5—Annual Convention of he Outdoor Advertising Association of America, Atlantic City, N. J. OCTOBER 19-21—Direct Mail Adver-ising Association Convention, Chi-

Nov. 7-8—Eighth Annual Conven-ion, First District International Ad-ertising Association, Hotel Statler, lostor.

The Detroit Times will now sell you over 300,000 readers daily* and 320,000 Sunday—only two years ago the other evening paper with less circulation claimed to "cover Detroit" our story is just as good.

*evening except Saturday.

A Message

to a

Few Wise Men

(PLOSIVES NGINEER

MEMBER OF THE A. B. C.

There is a limit to the number of pages available for advertising in The Explosives Engineer. Soon we shall be obliged to establish a waiting list.

FORERUNNER OF PROGRESS

We shall give preference to those companies whose products are consumed in each of the major markets in which this magazine has become so influential. namely: coal and metal mining, quarrying, and engineering construction.

IN MINING QUARRYING & CONSTRUCTION

Application for space should be addressed to The Explosives Engineer, 1000 Pelaware Trust Building, Wilmington, Dela-



An Epic of Business

By Earnest Elmo Calkins

Robert Updegraff's book* is that it makes business, "sordid, huckstering trade," as Emerson called it, a legitimate and satisfying motive for a work of fiction. Here is a novel, or at least I presume it is a novel, in which there is no love interest. The suspense that every book must have to hold the interest evolves from a business situation. It has no sex appeal whatever. It will never fall afoul of the Watch and Ward Society. But it is nevertheless a mighty interesting story. I have a feeling that there are many men, especially those who have lived beyond the mating period, who find other things interest-ing in stories beside the question whether he got the girl or not. I am glad the triumphant solution of a business problem has been added to the list

of approved happy endings.

But it is something more than a story with a business setting. It is business's story. It is a dramatic recital of the startling change that has come over industry in the last twenty-five years, told in the form of fiction to avoid the embarrassment of citing actual names for good or evil. And as fiction quite frequently is, it is truer than the truth. Briefly, it is one of those singlehanded fights between an independent manufacturer with honesty and ideals, and a trust, in those days when trusts were ruthless combinations seeking monopoly by crushing competition with every device, fair or foul, that unscrupulousness could dictate. An imaginary stove and range trust is the villain and the manufacturing business that old Fowler Rowntree had built up with twenty-five years of hard work and left to his son, John Rowntree, is the hero. The two protagonists are young John Rowntree, representing the new idea of business just beginning to dawn in a few sensitive, far-seeing minds, and H. B. Lockhart, thief, traitor, bully and plotter, one of the last of the old-time rule-or-ruin business pirates. Young Rowntree rejects with indignation Lockhart's corrupt and cynical invitation to put his father's name and reputation into the combine, and the war is on. Lockhart's determination to eliminate Rowntree's as a competitor of his combine is intensified by his personal grudge.

In the characters of these two men, and in their business methods, are pictured the two opposite points of view which have opposed one another in American business for the last quarter century: the "public-be-damned" tude against the public be served. It is all summed up in what John said to Lockhart that night when he refused to allow Rowntree's to become a mem-

ber of the infamous trust.
"He (my father) always said you

thought of stoves only as so much cold iron to be turned into cold cash, while

*"Captains in Conflict," by Robert R. Updegroff. Published by A. W. Shaw Co.,

THE most remarkable thing about he thought of them in people's homes, cooking their food, or warming and cheering them on cold winter nights.' That this is the way manufacturers today regard their products and their customers is due to just such struggles as that waged between John Rowntree and the stove and range trust. typifies what has happened to all businesses. It is the epic of the destruction of old Caveat Emptor, once the unac-knowledged slogan of American busi-

It will interest a business man to see with what skill the stuff of his daily life is used in developing the plot. The dramatic situations hang on salesmen's reports, dealer demonstrations, cost cutting, advertising, sales strategy. The action takes place in strategy. The action takes place in offices, factories, board rooms and stores. The author gives convincing close-ups of business at its exciting moments. He knows his world as have few who have attempted a business novel. John comes close to the verge of bankruptcy in his struggle against extermination, for he always fights fairly and even generously, while his powerful opponent has the advantage of every trick and treachery that an unprincipled scoundrel can think of and a shyster lawyer help execute. course virtue triumphs and John wins out, but how he does it is the story, which I am not going to spoil.

RATHER I want to emphasize how much truer this book is than many of the books based on American business we have had of late, written by authors who are ignorant of the facts, and have no desire to learn them. Their view of life is pessimistic and disillusioned, and they use business as the vehicle through which to express their views, using some exceptional and isolated instance as if it were typical, and producing a warped and one-sided picture. Surely Updegraff shows the seamy, sordid, crooked side of business also, but he quite rightly contrasts with it the new conception that has emerged from the old welter, which has received such scant consideration from the ultra-literary writers. This book is true. It is true when it describes the early trust and equally true when it pictures the transformation which the big business combinations have undergone in this age as they realized that only one monopoly is possible, the monopoly of public esteem. However, the book is not a tract. It is simply a story, a story for business men, woven out of the facts of their daily life, written by a man who is familiar with them, and who can speak of them the way the business man thinks of them, and as such it is recommended to every salesman, clerk, bookkeeper, advertising manager, sales manager, president and chairman of the board whose place of comparative eminence in the industrial world is due to the working out of such forces as are described in "Captains in Conflict."





Proof!

Four leading manufacturers-car, brake lining, accessory and equipment recently completed nationwide investigations among automotive dealers to determine where the advertising dollar could be placed for greatest investment returns. The results should be in the hands of every manufacturer and advertising agency. In book form. A wonderful story. Will be sent on request to Chilton Class Journal Co., Philadelphia.

Market Surveys and Analyses Trade Investigations Merchandising Plans

A completely rounded out service for advertising agencies and manufacturers who want direct, effective and economical merchandising contact with the automotive industry and trade.

Trained executives who have made a lifetime study of automotive markets, and success methods in the merchandising of automotive products, are at your service.

Our publications do not attempt to "blanket" the industry and trade. Each one has its definite field—industrial, wholesale, retail. Each publication is designed and edited for a specific audience. Hence manufacturers receive the greatest possible return for every advertising dollar invested. No lost motion. No extravagance.

DIRECT MAIL—we maintain a highly efficient list and addressing service—industrial, wholesale, retail—for manufacturers who wish to link direct by mail advertising with their publication efforts.



Philadelphia office and production headquarters

CHILTON CLASS JOURNAL COMPANY

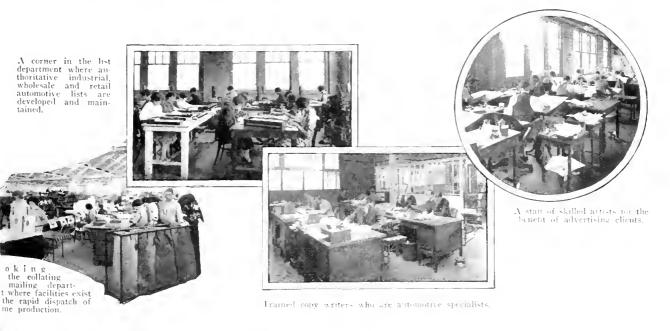


Advertising Agencies—

Where problems arise which have to do with automotive markets we will welcome the opportunity of placing our entire facilities at your disposal.

Automotive Manufacturers—

Makers of cars, trucks, parts, accessories, equipment, machine tools, etc., are invited to take advantage of a gold mine of marketing data which we have available for their use. Requests sent via your advertising agents, or direct to our Philadelphia headquarters, or to any of our branch offices in New York, Chicago, Cleveland, Detroit or Indianapolis, will be given prompt attention. Our entire facilities are at your service.



HESTNUT AND 56TH STS., PHILADELPHIA



The OPEN FORUM

Individual Views Frankly Expressed

The Laundry Owner Does Not Ask Charity

NOTICE a letter from an anonymous advertising manager in your May 4 issue.

This advertising company happens to be serving the laundry industry, not only as advertising agent but as counsel on financing the \$6,000,000 program which they are successfully setting up.

Not only are the laundry owners of the country making very adequate investments in this fund, but the allies, or concerns who sell the laundries machinery, material or service, and who naturally will profit by the enlarged laundry industry, are being asked to pay a small part of the fund. The idea presented by this alleged advertising manager is so different from the attitude of most of the concerns doing business with the laundry industry that it cannot be passed without some comment.

I can name to him at least a dozen large concerns who have made subscriptions of from \$200,000 to a half million dollars to such a project as this. The American Laundry Machinery Company, for example, has put up \$400,000 in this L. N. A. program. The Troy Company has put \$100,000. Eastman Kodak Company has invested \$400,000 in a similar undertaking of the Photographers Association. This gentleman has forgotten that this program, as well as the program of the Florists, the Bottlers, the Photographers, the Apples and a number of other programs now under way are not put on by the point of contact part of the industry, but by the industry as a whole. This includes manufacturers, distributors, retailers and every other line in the industry.

If this gentleman had studied this proposition, he would find that the L. N. A. four-year program is just as much in the hands of the allies or machinery or supply manufacturers, as it is in the hands of the laundry owners. Evidently he is assuming that since the L. N. A. is sponsoring the proposition for the industry, that it is simply a laundry owners proposition. A Plan and Scope Committee, made up entirely of manufacturers, with but three or four laundry owners on it, and headed by one of the largest manufacturers in the industry, is responsible for setting the general plans and policies. An Advisory Advertising Committee, made up entirely of manufacturers, is responsible for the advertising policy and copy and illustrations. The money is being raised from manufacturers by a special Allies Committee. When he assumed that this is an L. N. A. proposition, he is probably taking a position which will reflect to his own hearth.

Fred Millis, President, Millis Advertising Co., Indianapolis, Ind.

Telling How to Do It

LET me congratulate you on the publication of Mr. Felix's splendid article, "Planning Copy for the Radio Advertising Medium," which appears in your May 18 issue. This is the kind of constructive work we want to see in our advertising periodicals—articles that not only tell the truth about new methods of advertising, but that also state fundamentals and show how to do it.

Mr. Felix's concise statement of facts will go a long way to clarify the immature views and loose thinking of many advertising men on the subject of broadcast advertising. Because it permits an advertiser to combine the oral with the visual methods of mass appeal, radio as an advertising medium is here to stay. Properly and intelligently planned, it can be made a constructive selling force, as we and a great many other advertisers have found during the past year.

PIERRE BOUCHERON,
Advertising and Publicity Manager,
Radio Corporation of America,
New York

Publicity and Popular Opinion

AM interested by Robert Fellows Wood's article, "Will it Work?" in your issue of April 20. I am a publicity man and am therefore concerned when anyone of Mr. Wood's knowledge and record suggests that my colleagues and I may be susceptible to improvement.

Mr. Wood says that publicity has no power to swim upstream against a strong popular current. Well, publicity could not bring back hoopskirts, probably; it can not seem to "sell" the League of Nations. If there exists a powerful reason why people do not believe in any given cause, no mere argument can prevail against that reason, whether it be advanced by publicity man, lawyer, or statesman. But if a reason can be found, in favor of the cause, which is stronger than existing

reasons against it, publicity can do the rest. The case of the Alabama Power Company is very much in point. In 1920, 99.1 per cent of the Alabama papers were bitter against this company. After four pages of publicity, it was found that 92.6 per cent of the Alabama papers were friendly to the company. This may fairly be considered swimming upstream. It was accomplished with the aid of major changes on the part of the Power Company, but these changes were recommended by publicity men in the first place. Publicity wrought the change.

Publicity men should not pretend to be capable of magic. Neither should advertising men. Both do, because both are human. There have been blackguards in the clergy. I do not think any group has a monopoly on virtue.

R. W. Riis,

Riis and Bonner, New York, Boston

More About Mailing Lists

HAVE read with interest the article entitled "What of the Lists?" on page 36 of your May 4 issue by Mr. Truman G. Brooke, and feel that he has brought out several very important and pertinent points about mailing lists without, perhaps, offering any very specific solution.

As you may know, we maintain a list of all retail and wholesale automotive outlets in the United States, consisting of nearly 110,000 names. We make on this list approximately 115,000 changes per year, which gives some idea of the turnover in this particular field.

Mr. Brooke's suggestion was that the list companies, in some way or another, arrange to have the lists kept up-todate for the purchaser or user, but he did not take into consideration the advisability of encouraging the user of the list to have his addressing done at headquarters where the list is kept up with daily corrections. As far as automotive lists are concerned, we believe that this is the only satisfactory solution. Our experience has been in a good many cases where an addressing job has been completed for one of our customers, hut has been held up for several weeks awaiting enclosures, or postage, or something of the sort, that the mortality on the list has been so high in this brief period as to make it impractical to put it in the mail.

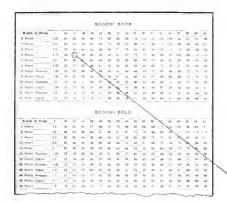
G. C. BUZBY,

Manager Direct Mail Division,
Chilton Class Journal Company,
Philadelphia, Pa.

·0×

Anyone who has used "copy-fitting systems"
based on word count knows by experience that such
methods are inaccurate and misleading. The only
sure method is one based on character count. The
character count of a typewritten manuscript is
easily determined and with the help of the Linotype
copy-fitting tables, it is equally simple to determine
the space that will be occupied in type.

How much space will this copy take



One of the copy-fitting tables reduced to one-third size

Any one who has used "copy-fitting systems" based on word count knows by experience that such methods are inaccurate and misleading. The only sure method is one based on character count. The character count of a typewritten manuscript is easily determined and with the help of the Linotype copy-fitting Tables, it is equally simple to determine the space that will be occupied in type.

Set in 10 Point Bodoni Book 2 point leaded, 12 picas wide?

The copy contains 8 lines averaging 49 characters to the line, 8 - 19 - 392 characters.

The Linotype copy-fitting table shows you that 10 Point Bodoni Book, 12 picas wide, will average 33 characters to the line. Then $392 \div 33 = 12$ lines.

These copy-fitting tables have just been published as a supplement to the Linotype loose-leaf specimen book. Copies are being mailed only on request. If you do not have a specimen book you can receive both by sending in the coupon.

TRADE LINOTYPE MARKS

MERGENTHALER LINOTYPE COMPANY BROOKLYN, NEW YORK

SAN FRANCISCO

NEW ORLE

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

MERCENTITALES			ooklyn, New York canadian linotype limited, toronto
	1 -	e Copy-fitting Tabl	
			en Book including the Copy-fitting Tables.
Address			

500 27 S N

You know your own Banker! Ever think how much of a factor his influence is in the success of your advertising? Bankers are directing heads of 50,000 major businesses and are men who buy quality merchandise. You know your own banker! Think of an audience of 100,-000 like him. That's the Journal's Audience.

American Bankers Association Journal

Edited by James E. Clark 110 East 42nd St., New York City Advertising Managers ALDEN B. BAXTER, 110 East 42nd St., New York City. CHARLES H. RAVELL, 332 S. La Salle St., Chicago, 1U.

(MEMBER A.B.C.)

Telephotography, a New Tool of Advertising

| CONTINUED FROM PAGE 24]

ligible. Although such reports may be reduced to the form of a telegraph message, their perfect accuracy is never certain and difficulty is likely to be encountered by the recipients in rearranging the figures in their proper

The quality of reproduction attainable by wire photos is indicated by the accompanying illustrations. The effeet of converting the photographs into halftones, as is necessary for their publication, makes it difficult to show the type of drawing ideally suited to picture transmission. Undoubtedly, the system will be widely used in the advertising field and it is therefore of advantage to consider a few general rules for determining the suitability

of copy to wire transmission.

Viewed under the microscope, the received picture consists of regular rows of tiny oblongs, each one-hundredth of an inch wide. Their depth is determined by the desired tone effect. Solid black is secured by ob-longs, each one-hundredth of an inch wide and two-thirds of a hundredth of an inch in depth. The oblongs over-lap so that solid black is thereby secured. Greater contrastiness than in ordinary halftone reproduction is thereby attained.

Under certain conditions, however, sharpness of outline may be sacrificed even though good contrast is secured. This is due to the manner in which the depth of each impression is deter-

mined.

In brief, when transmitting a picture, an electric eye decides upon the proportion of black to white in a particular one-hundredth of an inch square. Then it transmits an impulse over a telephone line which determines how that particular square shall be represented in the reproduction.

After transmitting a representation of the first square, the electric eye repeats the operation one-third of a hundredth of an inch lower down. It continues progressively in this way until the entire illustration has been analyzed, a square at a time, and an impulse transmitted after each observation, determining the ratio of black to white appearing at each point in the reproduction.

If a square is solid black, a black line two-thirds of a hundredth of an inch in depth and a hundredth of an inch wide is made at the proper place on the reproduced print at the distant on the reproduced print at the distant point. If the square is half black and half white, no matter how that black is distributed, whether diagonally, vertically or in complex disposition, the reproduced picture will be only one-third solid black. Likewise, if the square is of an even tone of gray, the line at the reproducing end has a line at the reproducing end has a depth proportionate to the depth of the

gray.

The electric eye makes no distinction

precisely the correct way to be intel- as to the reason for the ratio of black to white. For example, the resultant reproduction is the same if a certain square is midway between black and white, either because it is a uniform gray or because half the area of the



Seeing is believing" ... but seeing hair that Nesteen has colored is not to believe it! For all the sheen - the lustre -the youthful color of natural, untouched hair -is skilfully restored by Nesteen.

By re-nourishing the hair cells inside-NESTEEN restores the hair color outside



square is solid block black and the other half white. Since the squares are so small, the result is a softened blending where black borders on white,

AINTAINING the enormous production and high quality of Chevrolet Motor Cars nature ly requires efficient office methods and equipment well as highly developed manufacturing processes. hevrolet, like many other leading automotive ma-ifacturers, uses the "Metered Mail" system for destching their business letters.

As evidenced by this letter they appreciate the any advantages of "Metered Mail." It makes posble the quickest mail handling available on the portant mail they despatch every business day.

Let us send you a list of users of "Metered Mail" lines of business similar to yours and facsimiles of eir letters telling how "Metered Mail" is helping eir business.

HE POSTAGE METER COMPANY

715 Pacific Street, Stamford, Conn., U. S. A. le Distributors of PITNEY-BOWES MAILING EQUIPMENT Offices in Principal American Cities and Foreign Countries



GENERAL MOTORS BUILDING DETROIT MICHIGAN



Petruary 15, 1927

The Postage Meter Company Stanford Conn.

Centlemens

We use and endorse the Postage Meter Machine because -"Metered Mail" skips the CANCELLING or COUNTING operation types of mailing. and is therefore EUPEDITED over all other

Metered Mail* SAPEGUARDS the Postage Account - gives accurate postage disbursing CONTROL, heretofore unknown in the APPERANCE of our mail - and especies up the SEALING and STAMPING in preparing it for the Post Office.

The machine itself is an instrument of mechanical precision, and we recommend it highly.

Yours sery truly,



Chevrolet Motor Co. Mail Room, showing Pitney-Bowes Mailing Machine and Postage Meter in operation. This machine automatically feeds, separates, seals, postmarks, imprints postage and stacks mail—all in one operation.

SPECIMEN

The Postage Meter Company Stamford Conn

These and many other Leading Automotive Manufacturers use and endorse "Metered Mail"

A. C. Spark Plug Co. Budd Wheel Co. Buick Motor Car Co. Cadillac Motor Co. Champion Spark Plug Co. Chandler-Cleveland Co. Chevrolet Motor Co. Chrysler Car Co. Dodge Brothers Durant Motor Co. Ford Motor Co. (Windsor, Ont.) General Motors Acceptance Corp.

International Motors Co. Jordan Motor Car Co. Motometer Co. Motor Wheel Corp. Nordyke & Marmon Co. Olds Motor Works Packard Motor Car Co. Pennsylvania Rubber Co. Reo Motor Car Co. Stewart-Warner Speedometer Corp. Studebaker Corporation U. S. Rubber Co. The B. F. Goodrich Co. The White Motor Co. The Goodvear Tire & Rubber Co. Yellow Cab Manufacturing Co.

Hood Rubber Co.

POSTAGE METER COMPANY 715 Pacific Street, Stamford, Conn.

Please send facsimile letters from our business acquaintances and complete information regarding the advantages of "Metered Mail."

Company

Address

Type of Business _

⊕ .+ t+

distortion.

Note also that three observations are made of every point, for although the unit area of observation is a hundredth of an inch square, observations are made every third of a hundredth of an inch. This close overlapping eliminates any marked ribbed effect in the reproduction. Better halftones result in copying from telephoto prints than would be the case if the lateral dimension of the impressions were less than a hundredth of an inch, as is the case when making a half tone from a half tone reproduction. In fact, one hundred screen plates of the same size as the transmitted print can be made with perfect clarity, provided any very minute detail present in the original is not essential in the reproduction.

rather than noticeable inaccuracy or

Since a curve is made by many tiny squares, there is a limit to how small a diameter of curve is effectively reproduced. A curve, examined under a microscope, has the contour of a flight of stairs, the steps being one-hundredth of an inch in tread. The bolder faces of very small type are better reproduced than fine drawn italics, the latter having a blurred effect, due to predominance of curves. A safe rule is not to use type smaller than twenty characters to the inch as measured when the transmitted picture is reduced to 5 x 7 size. An 8½ x 11 page of pica or elite typewriting is clearly reproducible as a 5 x 7 telephotograph.

Crayon drawings, wash drawings and paintings with good contrast reproduce with excellent effect. A mechanical drawing, on the other hand, unless the lines are fairly heavy, may be quite indistinct. An artist who has had training in making technical drawings for use as line cuts in reduced size is most likely to make a good drawing

for transmission by wire.

THE speed of transmission is trapid, a 5 x 7 photograph going through the telephone circuits in seven minutes. The photographic processes are actually the most tedious, requiring the making of a negative and a positive at the transmitting end and a second negative and the required prints at the receiver. Hence a minimum of an hour is required for delivery of the finished product at the distant point and a longer time if there is an accumulation of photographs awaiting transmission.

ing transmission.

The principle involved in the transmission of pictures is relatively simple. A 5 x 7 positive transparency is mounted on a drum which revolves much as a dictaphone record, moving slowly from side to side as it revolves. Its lateral speed, one-hundredth of an inch per revolution, determines the number of vertical rows of impressions made. A spot of light, focussed through the revolving positive being transmitted, plays upon a photoelectric cell. The photoelectric cell has passing through it a current the intensity of which varies as the intensity of the light which plays upon it. Thus, when solid black appears on the positive, it shuts off the light and a very small current flows through the cell; where the positive is transparent, considerable light passes to the photoelectric cell and a large current flows. The fluctuating current is amplified and passed through the telephone circuits



Folded Edge Duckine and Fibre Signs Cloth and Paraffine Signs Lithographed Outdoor and Indoor Displays

THE JOHN IGELSTROEM COMPANY
Massillon, Ohio Good Salesmen Wanted

Don't miss an issue of Advertising & Selling Send in your old and new address one week before the change is to take effect.

The Standard Advertising Register

is the best in its field. Ask any user, Supplies valuable information on more than 8,000 advertisers. Write for data and prices.

National Register Publishing Co.

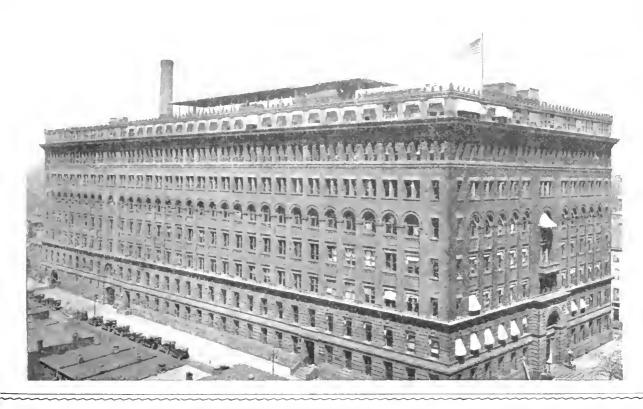
Incorporated
15 Moore St., New York City
R. W. Ferrel, Manager

Bakers Weekly A.B.C.-A.B.P. New York City NEW YORK OFFICE—45 West 45th St. CHICAGO OFFICE—343 S. Dearborn St.

Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.

TYPICAL SUBSCRIBERS to The American Printer

The Government Printing Office at Washington



The Largest Printing Office in the World in which The A. P. plays a part the Government Printing Office has four thousand employees, 180 presses, 377 composing machines, 326 bindery tachines, and other equipment in proportion. Over two billion ems of type are set in one year. Two new presses executly installed cost as much as the entire Government Printing Office in 1861.

Says Public Printer George H. Carter:

THE AMERICAN PRINTER has come to be a standard of authority in the Govrnment Printing Office. Each issue is read with the utmost interest by every nember of our big staff, and we all are greatly helped by its instructive articles and dvertisements. I think you are entitled to know that THE AMERICAN PRINTER has been a great inspiration in the progress of the Government Printing Office."



Advertisers should arrange now to take advantage of the September Printing Exposition and Craftsmen Number of THE AMERICAN PRINTER, to announce new models, devices and papers. These annual inspirational feature numbers are internationally famous. Every subscription on THE AMERICAN PRINTER list counts big in its value to advertisers. Much of the circulation is printshop circulation and THE AMERICAN PRINTER is read by those who buy machinery, paper, devices and supplies of all kinds.

The American Printer, Inc. Telephone 9 East Thirty-Eighth Street, New York

CHICAGO: Peoples Gas Bldg. Telephone Wabash 4000 CLEVELAND: 405 Swetland Bldg. Telephone Superior 1817

All in one issue -JUNE

Weed Levelizers Lenox China Royal Typewriters White Trucks Camel Cigarettes Yale Locks Karpen Furniture Continental Motors **Boston Garters** Mohawk Rugs Johnny Walker Cigarettes National Union Mortgages Old Briar Tobacco Remington **Typewriters** Prince George Hotel Heil Truck Bodies Smith & Wesson Firearms

United States Tile Flooring Palmolive Shaving Cream B. V. D. Underwear Pyro-dento Tooth Paste American Seating Company Filmo Movie Cameras Zapon Leather Cloth **Barbasol Shaving** Cream Tarrants Seltzer Aperient Old Town Canoes Illinois Watches Seeger Refrigerators Murad Cigarettes Fidelity Mortgage Whiting-Adams Brushes

June, by the way, contains more advertising than any previous issue

THE SHRINE MAGAZINE

1440 Broadway · New York Phone: Pennsylvania 7827

CHICAGO Tribune Tower

BOSTON Little Building



Naturalness Permanence Third Dimension

tomers Is An Advertising Blue Book.)

OLD KING COLE Canton, Ohio

Eastern Representative

R. E. McKimmey Co., Inc. 389 5th Ave., at 36th St., New York City Caledonia 8776-8779

THE BIG BOOK ON GOOD **PRINTING**

The Art and Practice of Typography

By Edmund G. Gress

P)

Sent on receipt of \$10.45

THE AMERICAN PRINTER 9 East 38th Street New York

to the various receiving points. Here it is again amplified and used to control a so-called light wave. This is simply a magnetically operated shutter of great sensitiveness, controlling a beam of light. The beam plays upon a cylinder of the same diameter and revolving at the same speed as that at the transmitter. On the cylinder is an unexposed photographic film which becomes the negative from which prints are made.

The motors used in the transmitting and receiving process must be per-fectly synchronized or otherwise the result is a garbled meaninglessness. Each row of squares must be kept in perfect step lest grotesque distortion occur. This perfect synchrony is maintained by transmitting a controlling frequency simultaneously with the picture. Both receiving and transmitting and t mitting cylinders are six inches in circumference and revolve one and a half times a second. Twenty-six hundred images are flashed each second over the wire circuits.

Much more might be said about the technique of telephotography but the foregoing is sufficient to give an insight into the material most advantageously transmitted over the system. More important than its technical aspects to the advertiser is an appreciation of the possibilities of this new facility with its surprising speed and invariable accuracy. It is a new tool bearing the same significance to the transmission of pictures and complex text of every kind as did Morse's invention of the telegraph to the transmission of words.

Everybody's Business

[CONTINUED FROM PAGE 5]

a day too soon. Present sewage-treatment plants serve only 15,000,000 persons, which leaves the wastes from hundreds of industries and from 50,-000,000 more people to run away freely and serve as a menace to the health of the nation. That we are paying dearly right now for the pollution of our waters is shown by last year's figures tabulating 8028 cases of typhoid and 11,000 cases of dysentery.

On every side we are commencing to feel the restricting influence of health measures on freedom of action. job of supplying adequate sewage a few years hence will be such an enormous task that every gallon of water will be metered so as to reduce the per capita consumption. That this will save tens of millions of dollars is clearly evident from the fact that the individual in many cities now consumes 275 gallons of water per day—at least twice as much as is necessary.

Then there are the problems of light and noise. Having had to come indoors to earn our daily wage has placed a serious strain upon human eyes. Seventy per cent of our people have defective vision. Just as water consumption will be cut in half, the total wattage available per person for lighting will be doubled, convenience-outlets will be trebled and the filament lamp without a shade will be an oddity. Man is visual, and unlike many other animals, cannot depend on the sense of smell to guide him through life, and unfortunately, the misused eye does not

DVERTISERS who buy space in Collier's for the balance of 1927 will receive a bonus circulation of at least 250,000.

Collier's circulation has passed the 1,350,000 mark—up a quarter-million over the present rate basis. This is a far greater circulation for the money than you can buy in any other weekly magazine.

* * *

New rates for advertising in Collier's go into effect with the issue of January 7th, 1928. However, bonafide orders for advertising at the old rate will be accepted up to and including the issue of July 14th, 1928, providing orders are received on or before June 11th, 1927.

Growing and
Gaining
Over 1,350,000
Circulation

Geared to the times - Newsy-Pictorial-Brief.

Every
Advertisement
has Maximum
Attention
Value

Balanced Market Coverage





THE gentler sex is part of the business pattern. Two generations ago a girl lost caste who performed any task other than a household one. Today she shoulders her share of the business load, and it is a commonplace to find her in positions of the greatest importance.

On the average, the business woman is better dressed, more exacting in her purchases, than her stay-at-home sister. She creates a larger market for better goods—but as she has learned the value of time, speed is essential in selling her. There is no quicker way to tell any story than by pictures.

For three generations we have helped advertisers, publishers and printers to make their pictures TALK. The best picture in the world is no better than the photo engraving that reproduces it.

Gatchel & Manning, INC.

C. A. Stinson, President

[Member of the American Photo Engravers Association]

Photo Engravers

West Washington Square \sim 230 South 7th St. P H I L A D E L P H I A

protest in such forceful fashion as does

the injured tooth.

Few investments in business bring such a high return as does an expenditure for good illumination. These facts stand out: We use our eyes 20 times as much for close reading as did our ancestors. Less than nine per cent of our plants have lighting arrangements that can be called excellent. Eye accidents in factories can be reduced 80 per cent by goggles in places where sight hazards exist. Free eye examinations for employees at regular intervals insure a large saving. Truly nothing is more foolish than to save light at the expense of eyes.

at the expense of eyes.

And as for noise, it is but a natural outcome of our present machine age. Devices are now available to use in measuring not only the amount of noise at any one point, but the intensity of the noise blanket that lies over a entire city. Busy corners in some of our large cities produce 50 units of noise which is enough to destroy half of our normal hearing. On top of a 30 or 40-story building at this same corner, the noise intensity will measure only 10 or 15 units, and this means a loss of approximately 10 or 15 per cent of hearing. Generally speaking, 100 units of noise is so deafening that it precludes a person hearing any other sounds.

a person hearing any other sounds. Noise not only affects health, but it causes a large loss to business through the distraction of attention. Riveting machines, sirens on fire engines, bells on ambulances and police patrols are all a source of expense to corporations. A noisy environment means the use of more energy in talking, while night noises cause a loss of sleep. Conversing on a railway train or in the subway requires an expenditure of more than 100 times as much energy as in a quiet room.

IT is for such reasons that present types of riveting machines and other noise producers will be banned completely. Architects in designing buildings will no more think of neglecting to consider sound-absorbing measures and devices than they will provisions for adequate supplies of heat and water. Street and subway cars will have noiseless wheels and coupling connections, and in office and factory, every machine from type-writer to drill will operate in comparative silence. Interior surfaces will be covered with materials having sound-absorption qualities. In the silent workshop the covering materials will have not only a high absorption coefficient, but will be so designed with indentations or folds that there will be more than a normal absorbing area. Such rooms will be "flat" or "dead," while in auditoriums, churches and theaters, the aim will be to preserve rather than eliminate resonance. Noise will be attacked both from the point of origin and the point of absorption. As a result office routine will be accelerated, human energy conserved, costly mistakes reduced and the human body released from its present use as a sound shock absorber.

shock absorber.

The tendency toward the greater restriction of the individual will become more emphasized with each passing day. Business must conform to the demands of the new movement. Public health officers must be chosen because of their high qualifications, and must be paid salaries large enough to attract

We make a point for Mr. W. P. Larkin, Vice President and General Sales Manager of P. F. Collier & Son Company

Things Are Stirring in Two Worlds, Mr. Larkin

The book world is all excited now about methods of book distribution. All publishers know that there is a new large audience for books today in the United States. And they all are tager to tap the wider market which so far they have had such difficulty in getting to.



our company, Mr. Larkin, has been notably successful with the famous Five Foot Shelf shich entitles you to an enviable place among those who have developed new markets for ood literature. And you haven't reached the end yet.

We present you with a new market—the million farm homes which Comfort reaches. Things are stirring in their world, as well as the book world. They have money and a favorble future and a desire for self-improvement which no other class in America can excel. These homes would buy books if books were easy to buy. Good advertising has made the Harvard Classics famous from coast to coast. But you have never cashed in on this reputation a Comfort homes. The market is there, the money is there, and the seissors to clip your oupon are ready. Won't you give another* 1,000,000 intelligent American families a chance they the Harvard Classics?

*If you think there would be considerable duplication between Comfort and the publications you are now using we should be glad to present the facts in the case to you.

OMFORT—THE KEY TO HAPPINESS AND SUCCESS IN OVER A MILLION FARM HOMES—AUGUSTA, ME.

[TLIUS MATHEM'S SPECIAL AGENCY - BOSTON NEW YORK - DETROIT CHICAGO

Bernhard Cursire

This beautiful new type face is designed by Lucian Bernhard to express Charm, Grace, Elegance and Iolicacy.

HARPER'S BAZAR

selected it for their new layout as

the leading Tisplay type for

Headings and Captions

Disk for our Portfolio of Inspirational Prints
The BAUER TYPE FOUNDRY inc

Mew York 230 M 43d Irect

11 PER CENT

earn from \$25,000 to \$80,000 a year

Another 11% are directors in one or more corporations. . . . Each one lives in either Manhattan or the Bronx. . . . All of them are subscribers to the Forum.

They represent the very top, to be sure. And they represent only a small part of the *Forum's* circulation in New York City. But they are indicative of the type of people who read the *Forum*. For every one of them we can show you 5 others who have substantial earnings and proportionate importance in New York City.

A like situation exists in Boston. At the moment we are busy uncovering similar situations in other cities. In the meantime you might well consider the whole 75,000 readers of the Forum as a profitable market for your product. These readers have not only purchasing ability, but also an interest in comfortable living which causes them to respond to an advertising message. Alive, alert and responsive, they have the means and the inclination to buy the best.

If that best is what you have to sell, will the Forum carry your advertising?

FORUM

Edited by HENRY GODDARD LEACH, 441 Lexington Avenue, New York

men of experience and reputation. Furthermore, the officials carrying on this vital work must have their tenure of office determined by the character of their efforts and not by politics. And this comes as close as anything to being everybody's business.

Salesmen's Calls

[CONTINUED FROM PAGE 27]

not only has failed to make any prog-

ress toward the sale, he has in addition lost the support of his ally.

What is the solution to this problem? Well, first of all, it is to get salesmen thinking in terms of closing the sale on the first call, to convince them of the necessity or doing so, and then to make them believe it can be done. I am not a whole-hearted advocate of that school of emotional inspiration and stimulation which tells you "believe that a thing can be done and you can do it," because that type of inspiration soon leaves the field of the practical and becomes nonsense. But there is no doubt that the salesman who wants to close a good percentage of sales on the first call must first adjust his mental viewpoint to convince himself that it is possible, and then adjust his presentation to that end. The salesman cannot get away from the fact that the real profit in selling is made by the man who reduces the number of calls necessary to make the sale, who has learned to close a large percentage of his sales on the first call, and, failing to do so, does not waste his time on poor prospects or spend too much time even on the better ones.

Although it seems to be the prevailing opinion among life insurance and stock and bond salesmen that it takes four calls to close the average sale, the records of the men who have made a success in those fields show that they close a large percentage of their business on the first call. A few very successful salesmen of businesses for which prospects are unlimited, a class which includes insurance, investments, and many other specialty offers, make call backs only in unusual cases, believing that the time can be spent more profitably on new connections. The district manager of a leading life insurance company who has made a notable success has kept records which show that a man who has been called on twice before is not as good a prospect for insurance as a man who has never been called on, assuming, of course, that both men have the same need for insurance. Dubiske & Company, and many other investment houses, have successfully developed presentations which either "close" or "kill" the sale in one call—with a favorable percentage of closes. The Chicago Cash Company has developed a definite sales plan which closes forty per cent of their sales on the first interview; this in a highly competitive field, where many prospects are really only indulging in a form of window shopping. The average specialty salesman has not the faintest conception of how much new business could be written in a certain time if he were to change his selling slogan from "work-

g up prospects" to "close them at

Believe that sales can really be osed in one call, tell the complete ory in your first presentation, anver objections in advance and have a ur to immediate action. That seems wer to immediate action. That seems be a pretty good formula. Of urse, there is the other side of the ory. A salesman may really fail to ake call-backs when they should be A good dealer account, which ade. nnot possibly be closed on one or two ten calls, may be worth a thousand alls if it is finally closed. A salesman ay be too easily discouraged by an itial turn-down and fail to make les that the persistent man would ake. But the fact remains that the ast majority of eall-backs are unprofable, either because the prospect was ot worth a call-back, or because the ale could have been made in a fewer umber of calls by a better presentaon on the salesman's part.

Concerning Copy

[CONTINUED FROM PAGE 38]

ithout diagnosis (though there are octors who will write a blind precription for temporary stimulant). f it is so easy to make an advertiseent that works that it can be whited out on demand for raiding arties, then we copy-writers better o soak our heads.

If, for a moment, we might be lowed to turn state's evidence, and ass along to the advertiser a otion that will save him money, it this: if you hear that your agency as a new account, and you deterine by investigation that that new count was got on speculative plans, member that the plans were made time you thought was yours. You ay wish to finance the new account, ou may not. You will decide. And ly suspicions you may have conrning the sobriety of thought and yalty of purpose that goes into the riting of your own copy—are your ispicions, and not wholly ground-

Don't get the idea that the cynical id contemptuous brain-picker who lys the latest ready-made speculave idea will ever come back to the ency that he helped to explode. ost presidents don't brag about the old-bricks they have bought, for it buldn't be fair to the stockholders. on't get the idea that by "reguting" speculative practices they Ill stop; regulating other forms of rtation hasn't stopped them. But case the copy-writer likes to eat, will probably be better assured a full annual quota of good grub an outfit that writes its own ents' own copy on their own time, d puts in a great deal of the latter responsible and active study bere writing anything at all.

more circulation 35% more circulation since January 15th

200,000 NET PAID GUARANTEED!

This striking circulation increase is the reason for Child Life's new advertising rate which will go into effect July 15, 1927. A guarantee of 200,000 circulation and the new rate will begin with the October, 1927. issue.

Page, \$600, present rate, to be advanced to...... \$800 ? Columns, \$400, present rate, to be advanced to ... \$532 Half Page, \$300, present rate, to be advanced to ... \$400 Less than Column (143 lines), per agate line, \$1.70, present rate, to be advanced to...... \$2.25

50,000 free circulation for present advertisers and those who now place contracts up to and including September, 1928, issue! This bargain in space holds good until July 15, 1927.

Orders placed now may carry definite insertion dates or be left on open schedule.

Ask your agency about Child Life's quality circulation. 1000% family! Or wire direct for complete data and sample copy.

CHILD LIFE

The Children's Own Magazine

Rand McNally & Company—Publishers **CHICAGO**

FINISHING THE PRINTED JOB

By Robert F. Salade AUTHOR OF

"Handhook of Electrotyping and Stereotyping"
"Plote Printing and Die Stamping"
"How Poper Boxes Are Made"
"How to Make Cutouts"

TWELVE CHAPTERS

- 1. Numbering that printers can do
- 2. Binding catalogs, booklets and pamphlets
- 3. Embossing, stamping and paneling
- 4. Roughing or pebbling paper stock
- 5. Bronzing, gold leafing and gold ink printing

- 6. Various methods of perforating paper stock
- 7. Die cutting labels and paper-board
- 8. Punching for loose-leaf forms, calendars, books, etc.
- 9. Tableting and gumming work
- 10. Kinds of work produced on hot embossing presses
- 11. Gumming, gluing and tipping in the bindery
- 12. Scoring, beveling, deckle-edging, varnishing and tinning
- 33 illustrations 237 pages, \$2.50 a copy, plus 20 cents for mailing

THE AMERICAN PRINTER, Inc., 9 East 38th Street, New York



SMALL FACTORY

that Was to have been

A Big Plant

OCKED away in a drawer are the plans for a great enterprise. This building was erected merely as the first step. As the business grew, other buildings were to be added until the broad acres between road and river were filled with bustling activity and the chimneys of a big plant reared where first was only one small factory.

But the business did *not* grow. The first building remained sufficient. As the years passed its capacity was reached but not outgrown.

Sound financing, production efficiency, intelligent selling and regular advertising proved not to be enough.

Some one ingredient of the outstanding success they dreamed of must have been missing.

MANY a business that might be big remains small for the lack of a copy idea.

Buying space in magazines or newspapers does not make you an advertiser any more than buying a set of clubs makes you a golfer.

The big factor is what you put in the space—the copy. Once that is right, growth—redwood growth—is certain.

It is the one factor on which to concentrate. No other effort brings rewards as large. It is the Open Sesame to vastly wider markets—the one star to hitch your wagon to.

You keep a careful record of every salesman's results. Have you the same record for your advertisements? They vary just as much as salesmen, some may sell ten times as much as others.

There are vast differences in the effectiveness of copy appeals and types of advertisements—differences impossible to gauge until readers have actually passed judgment, by either buying or not busing

We can show you many advertisements and ask any expert advertising man to tell which actually produced sales at the lowest cost. There is little chance of a successful answer.

This we have determined by test a hundred times. And what is true of advertisements that *have* run is just as true of advertisements yet *to be* run.

No one can ever tell in advance what is the best ad, what is the best appeal. To rely upon *one's own judgment* is to play ducks and drakes with one's money.

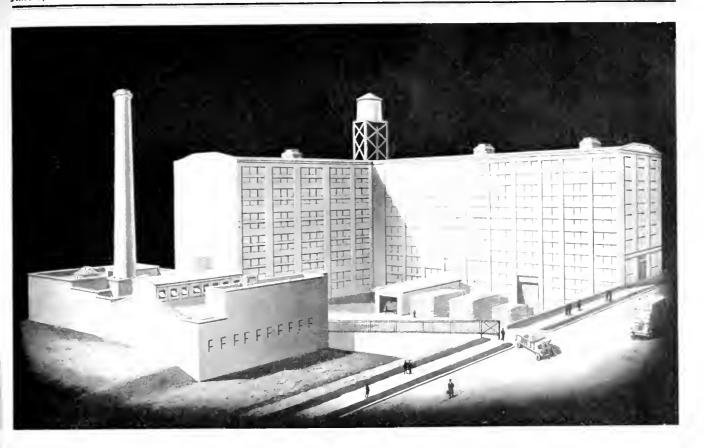
There is only one thing to do—to have no preconceived opinions—to test; to test every appeal which seems to have a reasonable chance of producing business at a lower cost. And to proceed along the lines that the test shows to be most profitable.

The possibilities are as wide as the horizon. The limits of your advertising opportunity never have been reached and never will be.

A single fortunate phrase may double your net profits. Hidden among the proofs of past advertisements may be the seed of a mighty business.

Without the expenditure of one extra cent, the effectiveness of every dollar in your business might be multiplied.

The development of a successful copy idea is usually the result of concentrated effort on the part of the agency to present the prod-



C Only I few business men ever reali e their dreams of bigger, more profitable factories

uct to consumers in the most effective language possible.

It results from the agency men becoming steeped in knowledge of what the product is and what consumers think of it.

The bee gets right down into the heart of a flower, comes out covered all over with pollen. Just so must writers get right into the heart of your product and the information concerning it.

This is a lesson that we have long ago learned and that we have been practising for a long time.

Your best chance of having the power of a real copy idea harnessed to your product is by employing an agency which wants to develop such an idea and knows how to go about doing it.

Such ability is not available to everybody. It cannot be bought the way you buy pictures. The skilled artists are available to any agency which wants to buy their work. Copy ability of the kind we mean may only be secured by choosing an agency which has it.

Without it Sackheim & Scherman could not survive. Practically every one of our clients keeps a record of the sales produced by each advertisement. If the sales cost too much, the client stops advertising.

Hence, our success depends almost entirely upon our copy originality—upon our ability to invent new and more profitable types of advertisements.

It is effort requiring the expert touch. It is necessary not only to write exceptional copy but also to demonstrate that it is exceptional.

It is necessary to know the shortest and surest methods of testing advertisements—a technique which requires years of experience and which with us has been brought to a high development. We have spent millions of dollars in space for our clients and recorded the results from every insertion.

This testing of advertisements brings to light startling variations in pulling power. Here are a few examples, typical of hundreds of others:

Example 1. Product—a correspondence course. Advertisement X produced sales at a cost of \$17 each, Y at \$32. Yet they were almost identical in general style, body-text, and layout. A difference in headlines and in the single illustration doubled the results.

Example 11. Product—an electric appliance. Advertisement A produced sales at a cost of \$25, B at \$77. A distinctly different style of copy and layout made increased advertising possible.

Example 111. Product—a book service. Advertisement No. 8 brought inquiries at \$1.61—No. 6 at \$.65. Yet the former was the type of advertisement that usually secures the greater response.

We would like to show you these advertisements and others. The record of results—of successful and unsuccessful copy—fascinates, instructs, and ruses the question of your own advertisements.

Was last year's copy better than this year's? Do you know just what your advertisements are doing? Which is making sales at the lowest cost? Which at the highest? Has any exceptional approach yet been developed—one that doubles or trebles the effectiveness of every dollar spent in space?

Whether yours is a small business eager to grow or a large one eager to grow still larger, you have little to lose and everything to gain by an effort to find the right copy idea.

One of the principals of this Agency will be glad to explain in detail wherein our service might be of specific help to you. Your request will involve you in absolutely no obligation.

SACKHEIM & SCHERMAN, Inc.

151 West 40th Street, New York



Mone

Bridgeport, Connecticut as shown by the \$123,000,000 deposited in Bridgeport's banks. Bridgeport's per capita wealth is \$1710.95.

A market well worth cultivating. Annual payroll \$84,000,000.

Waste in advertising is el minated by using the people's newspapers. The Post-Telegram, representing the supreme reader confidence and greatest buying power.

Remember, 167,000 live within the city proper, while 236,000 live within the 13-mile trading radius in towns of 1,000 or more inhabitants, most of whom derive their livelihood from Bridgeport's gigantic industries.

The FOST-TELEGRAM with a daily circulation of 44,446 is Bridgeport's only result producer.

Complete coverage at one cost.

BRIDGEPOR Post-Telegran

National Representatives
GHMAN, NICOLL & RUTHMAN
New York, Boston, Chicago, San Francisco.



More Interesting Than Most Novels

Those of us who earn our bread and butter—and an occasional piece of cake -by writing, know that if there is one book which is dryer and dustier than the average "handbook," it is another handbook. Dictionaries, thesauruses, phrase-books - they are all alike. They're dry; are dusty. They smell of midnight oil and stuffy libraries.

Except one-Fowler's "Modern English Usage," Here is a book of reference which ranks with the best-a serious book, an authoritative book, a book which deals with such subjects as "compound prepositions" and "needless variants" and "recessive accent" yet is as gayly written as one of George Ade's Fables in Slang. 1 commend it to every man who writes good English and would like to write Engfish which is still better.

The advertising department of A & S may take exception to this gratuitous advertisement of Mr. Fowler's production. All right! Let it.

The Woman Pays—Gladly

The following is a copy of a letter I received recently:

"Safely ensconced in anonymity, I cannot resist the temptation to take issue with the opinion expressed in your column of May 4 under the caption 'Every Woman Has Her Own

"Yes. 'Look at the feet of the women sitting opposite you in the subway or surface car'-and isn't it a sight to cure sore eyes? What a stride from the slip-shodding of a decade ago! But therein does not lie the raison d'etre for the price of shoes. Shoes could be different and still comparatively cheap. There are many chain store organizations featuring low priced feminine footwear—different and cheap.

"Honestly, E. O. W., are you serious when you advocate 'mass production in the matter of feminine footwear'? Would you dispense with all the charm of a distinctive understanding as at present displayed? Would you rob these weak women of their surest wile for ensnaring unsuspecting males?

"'Every woman seems to have her own idea as to what she should have. Thank you for the lovely tribute to our

good taste-however subtly you veiled it. It is splendid of you to approve of our discernment. As a guid pro quo, 1 am quite willing to impart the secret of the price of footwear. Fashion. Dame Fashion has come to dictate exacting demands even to our southernmost extremity. She insists upon having every ensemble fittingly finished with appropriate footwear. The Lady is as fickle with her latest fancy as she ever was with her most time-honored accessories such as millinery. And indulging a favorite such as Dame Fashion has always been expensive.

"'The manufacturer gives her what she wants-at a price'; and as is commonly believed 'the woman pays'—quite willingly. 1 can't recall when I paid less than \$14.50 or \$16.50 for a pair of shoes. I never regret such socalled extravagances because—and this is strictly entre nous-I have repeatedly capitalized on such investments in the luxurious lines of my lower limbs through the numerous luncheon and dinner engagements which they have M. B. Y. elicited

Billion Dollar Corporations

Of the ten corporations which Stuart Chase lists in the New York Times as in the billion dollar class, five are railroads and five industrial concerns.

The railroads, of course, are much older than the industrials-they date back, in some cases, to 1850 or earlier. The oldest of the industrials is the Standard Oil Company, which was founded in 1882.

The biggest money-maker last year was the General Motors Corporation. Its net profit was \$180,000,000. The Steel Corporation was second with \$117,000,000. The Standard Oil Company showed up with \$111,000,000. The A. T. & T. with \$107,000,000. Ford's net was about \$90,000,000.

Very much the most interesting thing about the industrials is that, with hardly an exception, they are the product of the brain of one man-the Steel Corporation of Carnegie; the Standard Oil of Rockefeller; the Telephone Company of Bell; the Ford Motor Company of Henry Ford.

All of which seems to indicate that if you want to make a great fortune in the course of a single lifetime, the thing to do is to become a manufacturer. Don't build a railroad-it takes too long to get rich that way. Look at Ford-he made more money last year than the Pennsylvania Railroad which is more than three-quarters of a century of old.

₹८८६८६≒₹₽₹८८६६

Sustained Leadership

CO.

There is nothing new about the circulation supremacy of the Evening American in Chicago's afternoon paper field. It dates back to June, 1921.

Here, however, are some significant figures showing the sustained leadership of the Evening American over the second evening paper:

Sept. 1926, Evening American leads by 123,655

Oct. 1926, Evening American leads by 133,120

Nov. 1926, Evening American leads by 126,727

Dec. 1926, Evening American leads by 120,947

Jan. 1927, Evening American leads by 126,283

Feb. 1927, Evening American leads by 131,464

March, 1927 Evening American leads by 139,048

CHICAGO MI AMERICAN

a g<u>ood</u> Newspaper

₹€€€€€;¤€€€€€€;¤;¤;≈∀>>>>₹¤;≈×>>>}

"—It enables the eye to picture what the ear takes in."

Field & Flint Co.



Yes, everybody is talking about the Pyramid Sales Portfolio as an attention getter. Mr. Alexander has expressed in a few words *uhv* it does its work well. Read how it is employed by "Foot Joy" to obtain attention, create interest and consequently aid in getting the name on the dotted line.

"It is indeed a pleasure to explain to you the excellent results I am able to secure by using one of your Tyranid Sales and Asbertising Portfolios."

"When I present the Foot Joy proposition in order to hold interest, I deliberately set up this portfollo on the desk of the executive and show him illustrations of the points I am mentioning.

"Several times eventives have commented on this method of presentation, for it enables the eye to picture what the ear takes in."

"Ask the Man who uses one."

Have you received your copy of our 16 page booklet on the Pyramid Sales Portfolia? It not, write today.





Pyramid Sales Portfolios have interchangeable adaptors permitting one binder to be for two or more sales messages.

Michigan **Book Binding Company**

Schmidt Power Hldg., Detroit, Mich.

Getting the New Account Off to a Flying Start

[CONTINUED FROM PAGE 25]

so that he can pick to suit his own taste and avoid using cuts that may have been used previously or simul-

taneously by other local dealers.

4. "Sample" his clerks. The salesmen for one of the biggest confectionery houses have orders to "sample" every clerk in the store. Here is a factor too often overlooked in marketing plans. How can the clerk in a cigar store or grocery store be expected to buy every brand of goods put in stock? But if the new account is to be got off to a flying start it will be worth a lot of money to the manufacturer to have all clerks actually know his goods

as users of them.

5. Novel introductory Some food manufacturers send demonstrators to introduce the product to customers in each store as it takes on the product. Another manufacturer provides new dealers with samples to send to all their customers. Still another manufacturer provides a guessing-contest window display. The dealer's window is stuffed with cartons of the product. Passersby are invited to guess how many empty packages are in the window. As they look all the packages over and make their estimate. they are reading over and over the name of the product which they associate unconsciously with the store.

6. Tie goods in with the individuality of store. One manufacturer who sells largely through department stores has trained his salesmen to look for ways to tie the goods in with the store handling them. At times this is very simple. In one case the store made much of a certain shade of red. This was the color of the store front, the delivery wagons, the lettering on display cards, etc. The manufacturer suggested that packages of his goods be displayed in the store windows tied about with ribbons of "store" red. He supplied the ribbons. It was a little thing to do, perhaps, but it recognized the individuality of the store and the dealer liked the idea. dealer liked the idea. It got the goods in the window and so helped the new account to get off to a flying start.

Another manufacturer has a number of special window displays which are made by hand. These vary greatly in design. They are used solely in stores where the goods have only recently been put in. The salesman shows colored photographs of all the different designs. The dealer is invited to select the one which best fits in with his store. This display is loaned for two weeks and then taken up again. The design and workmanship of these displays is such that they look as though the store itself might have cotten them up.

Another manufacturer recognizes store individuality by getting up three distinct classes of window display cards. Card No. 1 is small, elegant, neutral in color. It goes to the "swell" trade. Card No. 3 is flashy, large, and with figure illustrations-it goes to the

"cheapest" trade. Card No. 2 is inbetween in nature—for the in-between dealer.

7. A-B-C advertising instruction. The salesman or field representative should find out just how much the new dealer knows about advertising and what his attitude is toward it. If he what his attitude is toward it. mails out bills does he use that chance to advertise his goods at the same time through inclosure slips, booklets, or other means? Does he know how to get up a mailing list—using the telephone directory as a guide list to reach out for new customers? Does he inclose advertising slips with deliveries made to his customers? other matters should be investigated. The relation of advertising to the new product stocked should be known, and the dealer shown how to build up his sales on it in the shortest possible

period of time.

8. Working for resales. The dealer sometimes asks, "But why should I push your goods when the customer may next time go to some competitor for them?" This may keep him from pushing the goods. Of course this is a question which must be answered in a sales way. The dealer may be reminded that if this condition occurs it must be equally true that customers from other stores are coming to him as well. The two stores are simply swapping customers to some extent.

Measures can be adopted to minimize this situation including paper stickers carrying the dealer's name, one to be pasted on each package of the product. er a rubber stamp to be used for a similar purpose, or again, booklets bearing the dealer's imprint to be

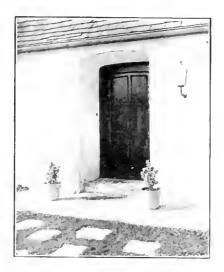
circulated.

9. Combination sales, etc. goods sell too infrequently or in quantities too small to expect the new dealer to display them either on his counter or in his windows. One manufacturer whose goods are of this type has prepared combination window displays, associating suitable other items with his own. He says to the new account: "Of course you don't want to turn a whole window over to our goods, but people ought to know that you now carry them. Why not display them with a group of other items that may logically be sold at the same time?" A garter manufacturer, for example, cannot expect haberdashers to devote a whole window to his product, but if he works out novel displays which includes socks, shirts, and neckties he can at least get his own product into the window now and then.

10. Individual postcards, letters, etc. While the manufacturer of a popularpriced item cannot spend much on each new outlet, it is often wise for him to pay for a postcard or letter to be signed by the dealer who announces to his trade that he now carries the new line

of goods.

11. Special combination sale. A spe-



JUST ONE OF THE 90,000 FOR INSTANCE—

"I sent her (a bride) the House Beautiful (for Christmas). Result—a new home of more personality than most couples attain after years of experiment——"

Simple words, these—

But in one short sentence they tell how The House Beautiful functions—

For the benefit of its 90,000 readers—And the profit of its Advertisers!

Circulation 80,000 Net Paid (ABC) Rebate-Backed, Guaranteed — with a surplus in excess of 10,000 more.

THE HOUSE BEAUTIFUL PUBLISHING CORPORATION

A Member of the Class Group

8 ARLINGTON STREET

BOSTON, MASS.

HEN one of our clients has an advertisement that must be rushed into type without a layout, we gladly assume the responsibility... He may call on us also for style-layouts and suggestions for new campaigns, and for consultation on questions of typography and printing... These things are matters of everyday service with us and our clients often put them to good use.



WIENES TYPOGRAPHIC SERVICE, INCORPORATED
203 WEST FORTIETH STREET
NEW YORK

A New 300 Room Hotel and a 22 Story Skyscraper

Two of the many evidences of Unusual Prosperity in

ALLENTOWN PA.

75% of its 250,000 Trading Area Read The

Allentown Morning Call

Story, Brooks & Finley
National Representatives

"Ask Us About Advertisers Cooperation"



cial sale of the goods may be used to get the new account off to a flying start, but it is often even better to help the dealer formulate a special combination offer of three or four items which include the product just put in. With the combination offer, the unit sold is bigger. A combination of three articles at a special price to the average person seems to offer a bigger bargain than one article so cut. Also, other dealers do not suspect the manufacturer of price-cutting or favoritism as much as they may where only the one item is offered at a special price.

Earning Power of Savings

[CONTINUED FROM PAGE 30]

in obtaining maximum safety, yield and marketability. In another, the value of income and inheritance tax information is shown. Still another advertisement calls attention to the necessity of keeping close watch over callable securities in order to avoid loss of income on such investments. Another advertisement cites the advisability of having the investor's list of holdings analyzed from time to time, with a view to his own requirements and the relative merits of various types and issues of securities. Each advertisement is designed to show the significance of these various investment principles and investment house services in the efficient management of an incomebuilding plan.

This advertising has been institutional in character, its purpose being to illustrate the extent and value of the services which this particular company assures its customers. As was intended, it has resulted in immediate sales and in the forming of a large number of new receptive contracts that will eventually mean further sales. As was also intended, it has given many investors a broader and clearer conception of investment facts, and of the ways in which most bond houses are prepared to help them. Such results, however, are neither novel nor remarkable, and are of slight interest to other advertisers. Two other effects of this advertising, which were not anticipated, are more significant.

After reading a few of the first advertisements of this series, investors, particularly those who had already been customers of the Compton Company, began to take advantage of the various services that these advertisements described. They had never realized before that such services had any personal value to themselves, or that they even existed. This demand led to the rapid development of a much more capable and comprehensive service organization within the company. Whatever merit the advertising has had in producting immediate business, certainly its more important accomplishment in the long run was in making available to the public a much better type of service than was rendered by this particular organization before ad-

vertising created the demand for it.

A second unexpected result deserves mention. At the beginning of this campaign it was very difficult to find material for advertisements which would show by specific example how the firm



ROTOGRAVURE Prints Perfect Pictures - the Universal Language





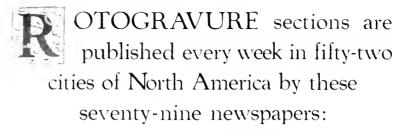
Let Pictures Tell Your Sales Story

Whatever the product—clothing or home furnishings, tea or refrigerators—an interesting picture story will deliver your message quickly and effectively. CRotogravure reproduces pictures perfectly and is available to merchants in fifty-two-cities in North America. CThe representative of your newspaper car give you concrete examples of the pulling power of rotogravure as well as helpful suggestions that you can carry out with economy and telling effect.

Photograph by Underwood & Underwood & The Seriel C regration



shoe.
ally
sally
In its



- *The Knickerbocker Press. Albany
- *The Atlanta Constitution
- *The Atlanta Journal
- *The Sun, Baltimore
- *The Birmingham News
- *The Boston Herald
- *Boston Herald and Traveler
- *Buffalo Courier Express
- *The Buffalo Sunday Times The Chicago Daily News
- *Chicago Sunday Tribune
- *The Cincinnati Enquirer
- *The Cleveland News *Cleveland Plain Dealer
- *The Rocky Mountain News, Denver
- *Des Moines Sunday Register
- *The Detroit Free Press
- *The Detroit News
- *The News-Sentinel. Fort Wayne
- *The Fresno Bee
- *Diario De La Marina. Habana, Cuba
- *The Hartford Courant
- *The Houston Chronicle
- *Houston Post-Dispatch
- *Indianapolis Sunday Star
- *Kansas City Journal Post
- *The Kansas City Star
- *The Press Telegram,
- Long Beach, Calif

- *Los Angeles Sunday Times
- *The Courier Journal, Louisville
- *Sunday Herald Post, Louisville
- *The Commercial Appeal, Memphis
- *El Universal, Mexico City Mexico
- *Miami Daily News
- *The Milwaukee Journal
- *Minneapolis Iournal
- *The Minneapolis Tribune *La Patric, Montreal
- La Presse, Montreal
- *The Standard, Montreal
- *Nashville Banner
- *Newark Sunday Call *The Sunday Standard.
- New Bedford *The Times Picayune,
- New Orleans
- *Corriere D'America. New York
- *Evening Graphic, New York
- *Forward, New York
- *The Morning Telegraph, New York
- Il Progresso Italo Americano. New York
- *New York Evening Post New York Herald Tribune
- *The New York Times

- *Sunday News, New York
- *The World, New York
- *The Omaha Sunday Bee
- *Peoria Journal Transcript
- *L'Opinione, Philadelphia
- *The Philadelphia Inquirer
- *Public Ledger & North
- American, Philadelphia *The Providence Sunday
- **Journal** *Richmond Times-Disparch
- *Democrat Chronicle. Rochester
- *St. Louis Globe Democrat
- *St. Louis Post Dispatch
- *The St. Paul Daily News
- *St. Paul Sunday Pioneer Press
- *San Francisco Chronicle
- *Seattle Daily Times
- *South Bend News Times
- *The Springfield Union-Republican
- *Syracuse Herald
- *The Post Standard, Syracuse
- *The Toledo Sunday Times
- *The Toronto Star Weekly
- *The Washington Post
- *The Sunday Star,
- Washington, D. C.
- *The Sunday Republican, Waterbury
- *TheWichita Sunday Eagle
- *Vindicator, Youngstown, O

ROTOPLATE PA OF

the perfect paper for rotogravure printing, is supplied by Kimberly-Clark Company to above papers marked with a star

Kimberly-Clark @mpany

Established 1872

NEW YORK 51 Chambers Street Neenah, Wis.

LOS ANGELES 716 Sun Finance Building

CHICAGO 208 S. La Salle Street had been of noteworthy assistance to individual investors. Records of the sales department and the memories of leading salesmen were culled vigorously in search of instances of that kind. The results of this quest were not at all gratifying. After a few months, however, the situation began to improve, because a great increase had taken place in the number and variety of services that had been requested and given. This trend has continued. Instead of searching in remote crannies and pre-war sales archives for ex-amples that would be suitable for advertising, the problem has now been reduced to a matter of picking the best possible cases from among the hundreds that have recently been made available through the application of the advertised services to the actual work of selling future income and an intelligent investment program to investment in vertices in various pasts of the Inited vestors in various parts of the United States.

A S far as the actual securing of orders is concerned, investment bonds are distributed almost entirely through personal salesmanship, the connection between a bond house and its customers being semi-professional in character.
Under such conditions it may be debatable whether advertising can very materially reduce selling costs, although the experience of certain inwestment firms indicates that such is the case. Selling costs, however, are not the measure of whether advertising is justified. A much more important aspect of the problem is whether advertising can be used to reduce the cost and improve the quality of the product for the benefit of the consumer. If, for example, it can lead investors to handle their security problems more carefully and intelligently, it reduces the possibility of risk and loss, and to that extent increases the amount of future capital that can be created from present savings. In other words, it lowers the cost, and incidentally, by stimulating a demand for a broad and complete service, leads to an improvement in the product. By increasing the number of customers who use that service, the cost of the advertising and service is in large part, if not entirely, paid from revenue that the advertising itself has produced.

It is not beyond the realm of logic that these desirable by-products of advertising are common to many lines of merchandise and service apart from

the investment field.

Automobile Duel Is On

[CONTINUED FROM PAGE 28]

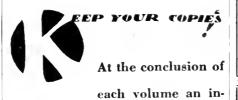
form of organization, even when it has such a gorgeous lead on the others as Ford had ten or fifteen years ago. The genius may get off to a better start, not being encumbered with so much organization, but it is the old story of the hare and the tortoise. Few would have supposed, during the days of Ford's great lead, that in 1926 General Motors. then struggling, would roll up a sales volume of \$1,058,000,000 against Ford's \$754,861,000.

How was this done? Truth to tell the lance that most deeply wounded Ford was instalment selling.

DISPLAY advertising forms of Advertising and Selling close 7 days preceding the date of issue.

Classified advertising forms are held open until the Saturday before the publication date.

Thus, space reservations and copy for display advertisements to appear in the June 15th issue must reach us not later than June 8th. Classified advertisements will be accepted up to Saturday, June 11th.



dex will be published and mailed npon application.

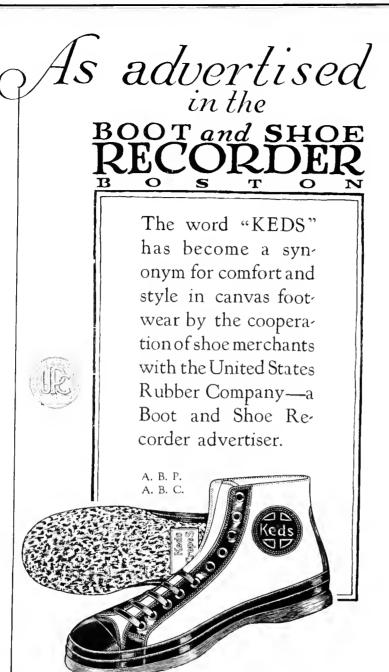
Topeka Daily Capital

The only Kansas dally with circulation thruout the state. Thoroughly covers Topeka, a midwest primary market. Gives real cooperation. An Arthur Capper publication.

Topeka, Kansas

Shoe and Leather Reporter Boston

The outstanding publication of the shoe, leather and allied industries. Practically 100% coverage of the men who actually do the buying for these industries. In its 67th year. Published each Thursday. \$6 yearly. Member ABP and ABC.



Chicago New York BOSTON Philadelphia Rochester

Cincinnati St Louis

FILL IN THIS COUPON CORRECTLY AND GET THE NEXT 26 ISSUES OF A & S

A	
9 E · · · 38 · · · S · · · · ·	
N Y, N. Y.	
$P \cdot \cdots \cdot E \cdot \cdots \cdot M \cdot S \cdot \cdots \cdot F \cdot \cdot \cdot O \cdot \cdot \cdot Y \cdot \cdots \cdot A \cdot$	\$3.00
☐ S · · · B · · ·	
N	
C	
A S	6-1-27

fifteen hundred million dollars worth of automobile credit is outstanding among 1500 credit companies. psychology is plain; piled on top of in-creased general purchasing power, the instalment device completely pushed into the background the mere purchase of the *cheapest* form of transportation.

That famous bogey of the automobile that ramous copey of the automobile business, the "saturation point," is not now obstructing the road, even when the flivver's market is withering. Walter P. Chrysler, a new seer and poohbah in the automobile field, hits upon the last to the automobile field, hits upon the key to the automobile future: "I consider that there are today 12,000,000 obsolete automobiles in use-obsolete from the standpoint of economy and efficiency. There is a much bigger outlet than the conventional basis of figuring replacements."

The new Ford car makes this prediction a certainty; the Ford owners are now likely markets for the new Ford, or for other medium priced cars. Even or for other medium priced cars. Even the Dodge has now a new model. The automobile field's possibilities begin all over again, for America is the greatest "scrapping" nation on earth. The 4½ million cars to be made in 1927 will not mark the end of the American market. And there is still the foreign market and the growing double and triple car. and the growing double and triple car ownership basis

From a strictly advertising point of view it is certain that the new Ford car will actively stimulate advertising, because competition will henceforth be on a far more horizontal basis of points. It was once the price basis flivver against all comers; but never again. The great duel of 1927 has altered all that; and very likely it will alter many more things than we now realize.

As we go to press, we are in receipt of the following telegram from Detroit: ADVERTISING AND SELLING:
Ford Motor Co. announces that they have retained N. W. Ayer and Son of Philadelphia as advertising counsel to handle the Ford Car, Truck and Fordson Tractor.

(Signed) EDSEL FORD.

Supplementing a Recent Article

In our May 4 issue we published a list of community advertising campaigns now being conducted in the United States. We now add the campaign for the city of Plainfield, N. J., handled by the Joseph E. Hanson Company, Newark, N. J. We shall be glad to receive for publication any other

community campaigns of importance.
We also supplement the statement that the account of the Californians, Inc., is handled by the H. K. McCann Company. It is handled jointly by that company and the Honig-Cooper Company.

St. Paul Daily News Sold

The St. Paul Daily News changed hands on Friday, May 20, when N. W. Reay and C. D. Bertolet, publisher, and advertising manager, respectively, con-cluded negotiations by cable with Mrs. Mary McCurdy Ashbaugh, widow of L. V. Ashbaugh, founder of the News. Mr. Reay and Mr. Bertolet were active at the paper's inception in 1900, and were the principal minority stockholders. When Mr. Ashbaugh died four ers. When Mr. Ashbaugh died four years ago they continued their active management and controlled the policies of the organization.



Complete Convention and Exhibit at the Hotel Statler

Ideal accommodations—everything under one roof—your choice of 1000 eveellent rooms—Statler's best service—tur prices! Exhibit and meeting room on same floor. Two luncheons and Banquet, and access to Exhibit and Meetings, included in Registration Fee. A great business-conference—a new type of convention. Three wonderful days! Cordial Cleveland invites you.



Among the 400 to 500 panels (3' x 6'), packed with complete campaigns, methods of procedure and IDEAS galore, will be the campaign that won the Harvard Awards. The opportunity of studying all these exhibits will, in itself, more than justify your trip to Cleveland. The educational value of this feature of the NIAA Convention cannot be over-emphasized.

A Powerful Program

of Famous Speakers
Dr. Glenn Frank, President of the University of Wisconsin, formerly editor of Century Magazine; Messts, Surface and Rastalf, of the U. S. Department of Commerce Geo, Mr. Verity, President American Rolling Mill Company, O. C. Harri, C. K. Woodbridge; Bennett Chapple, F. M. Ferker; and other famous men.

Round-Table discussions, analyses of markets, standardized methods of procedure and other features you cannot afford to miss.

Mail the Coupon for further information, to: GEO. H. COREY, Adv. Mgr. The Cleveland Twist Drill Co. Gen'l Chair., NIAA Convention CLEVELAND, OHIO Cleveland

and Exhibit June 13, 14 & 15

1TH the opening of this 3-day Business Conference and Clinic on Monday morning, June 13th, industrial advertisers will introduce a new type of convention. This is an opportunity-a privilege of tremendous value to you and your Company. BE THERE!

At the Monday noon luncheon, Dr. Glenn Frank will speak. To hear him will be one of the most memorable events of your life. BE THERE!

General Theme of Convention: "Can Advertising Underwrite Prosperity?" Valuable Round Table Discussions, led by eminent authorities on industrial advertising. A vitally important Business Meeting. You will miss a great step in industrial advertising progress if you fail to attend BE THERE—even if you have to take these three days out of your regular vacation period this year. BE THERE!

500 or more are expected. Whether or not you are an NIAA member, you will be welcomed heattily. Please help the Cleveland Committee to complete its plans to your entire satisfaction, by making your teservations AT ONCE, Use the Coupon below.



Entries in the Exhibit may be made by any industrial advertisers, publishers and agencies. For complete details and a list of the 20 or more trophies, write to Paul Teas, eare of Paul Teas, Inc., Guardian Bldg., Cleveland, Ohio, Chairman of the Exhibit Committee.

NATIONAL ORGANIZED 1922 INDUSTRIAL **ASSOCIATION** ADVERTISERS

Geo. H. Corey, Adv. Mgr., Cleveland Twist Drill Co., General Chairman, NIAA Convention, CLEVELAND. OHIO.

Yes! I'm planning to BE THERE! Tell me more!

The Richest of Farm Markets

Despite the efforts of the most sharp-eyed advertising departments there are blind spots, and profitable rural markets are overlooked—or discarded from consideration for lack of an efficient medium.

Perhaps you have overlooked the possibilities for marketing in the farming territory of North Carolina, Maryland, and the two Virginias. If you have, you will be interested to know that these four states comprise the most prosperous rural sector in the country. Crop values here are the highest in the United States. Seventy per sent of the farmers own their own homes, and farm mortgages are 161/2% less than the average for the rest of the country. During the last five years, new farms have been established at the rate of 5,000

Here is the richest of farm markets—and here is a medium, with a circulation of over 180,000, penetrating this market twice a month to the extent of one home in every three. Your advertising in the Southern Planter receives the serious consideration of readers who have unquestionable buying ability and decided buying inclinations.

The Southern Planter Richmond, Va.

JAMES M. RIDDLE CO.
Chicago New York Atlanta
Kansas City San Francisco

Giving the Media Buyer a Chance to Think

[CONTINUED FROM PAGE 22]

Lemperly, of Sherwin-Williams, published in "A & S" last December:

"1. Tell the publishing world to adopt a standard physical form and a standard topical outline for those essential facts about a publication and its market which are not covered by A. B. C. reports and the standard rate card.

"2. File these reports as religiously as the architect files building material literature which conforms to the A. I. A. standards in

form and indexing.

"3. Don't let publication representatives waste their time and yours merely repeating dope that should be in print and on file.

"4. Confine personal presentations of solicitors to one of two

classes:

a. In season, concrete and well-organized presentations showing the specific application of given mediums to current problems previously outlined, preferably by the agency.

b. Out of season, equally wellorganized, once-and-for-all presentations of publication history, aims and excuse for existence.

"5. Spend no time trying to argue the salesman down. It can't be done. You pick the list and let him frame the alibi."

By "standard physical form" I mean 8½ x 11 data sheets, punched for the ordinary three-ring binder and indexed according to a standard classification mutually agreed upon by representative associations of buyers, sellers and service organizations. I don't say 'advertisers, publishers and agencies because the scheme should be broader than that-as broad as the scope of the Advertising Commission which takes in everybody. Producers of non-publication media would get further and not fare worse by joining up. Direct mail, window display and other creative services have the same need for handy information as the general agency and the advertiser.

In September, 1924, I put a recommendation up to the New York Council, AAAA, that it take the lead in developing an acceptable outline and recommendation to vendors, or that it recommend at least such action to the national organization. In my prospectus I reviewed the disadvantages of the current (still current) confusion

and said:

"The types of information which could be standardized to advantage, both by the publisher and ourselves, may be hastily classified into five general groups:

(1) Information as to the character and buying power of a given market, e.g., agricultural, small

town, street railway, etc. This may be given, or we might compile it, without reference to any group of media reaching the market.

(2) General information on the advantages of one group of media, either by itself or by comparison with other groups. The Periodical Publishers' Association with its Success Bulletins has done a very constructive job along this line, fortunately, in a convenient form for filing and use.

(3) General information on one medium, without reference to the given account or market. The Successful Farming Data Sheets in loose leaf form are a splendid example, though part of them belong

in Group 1, above.

(4) Specific information on a given medium in relation to its application to a given account or a given market. For example, the McGraw-Hill Company some years ago made a very effective presentation of their publications for use in selling paint to industrial buyers. We are all familiar with the special prosentations continually being made by publishers in soliciting specific accounts.

(5) Miscellaneous news or information of a current nature, to supplement more thorough information previously filed. This at present often takes the form of correspondence, or of printed bulletins of many shapes and sizes."

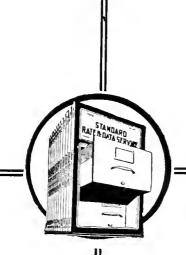
I pointed out the possibility of our indicating to publishers and other vendors "outlines of the type of information most useful to us and the order in which we prefer to have it arranged," further arguing that "our success in pioneering the standard rate card should convince us that sellers are only awaiting constructive advice from us along any line."

This was presented as part of the Council's report at the annual meeting in Chicago the following month, promptly adopted and referred to the Magazine Committee. The matter is

still slumbering.

Now I maintain that it wouldn't take long for a few good "outliners" to work up an official, coded classification. There is much material to work on. For example, I will throw into the pot—when I see it really stewing—a copylighted topical outline of product and market information that took me weeks to boil down out of twenty odd research lists.

It should not take long to develop an outline for comparing media groups—magazines with billboards, newspapers with radio, business papers with direct advertising, etc. When it comes to outlining the essential background facts on an individual medium, I know it is not hard to build a satisfactory



Published monthly, supplemented with bulletins, and covers daily newspapers, farm papers, general magazines and business papers

To Select the Proper Advertising Mediums you need STANDARD RATE & DATA SERVICE

It gives up-to-the-minute information on rates, discounts, color and cover charges, special positions, classified advertising and reading notices, closing dates, page and column sizes—and circulations on publications in the United States and Canada.

The rate cards and circulation statements are practically duplicated and placed in one convenient volume.

USE THIS COUPON ...

Special 30-Day Approval Order
· ·
STANDARD RATE & DATA SERVICE,
536 Lake Shore Drive,
Chicago, Illinois.
Gentlemen: You may send to us, prepaid, a copy of the current number of Standard Rate & Data Service, together with all bulletins issued since it was published for "30 days" use. Unless we return it at the end of thirty days you may bill us for \$30.00, which is the cost of one year's subscription. The issue we receive is to be considered the initial number to be followed by a revised copy on the tenth of each month. The Service is to be maintained accurately by bulletins issued every other day.
Firm NameStreet Address
CityState



A calf is a big animal till you see a cow, some one once said. The moral, in the present case, being that some printing may seem to have quality until you see the value in the product of this shop

The Marchbanks Press
114 East 13th Street, New York
Stuyvesant 1197

"I READ IT AT THE OFFICE"

But do you really read it? Of course your agency receives it regularly e—o—w but if you're not the lucky one to get it fresh from the envelope—how long does it take to reach you—if ever?

Enjoy the pleasure of a personal copy, yours to read leisurely from cover to cover.

Α	DVE:	RTIS	ING	and	SELLING
9	Fast	3.8rh	Sr	Now	York

Please enter my subscription for one year (26 issues) at \$3.00 and send bill.

Address

City State..... State.....

score card. "Stu" Peabody and I did it when we were both ten years younger and the result, published at the time, would yield a flying start.

The fourth group in my prospectus, "specific application," is hardly subject to a static outline. Rather, it is to provide a place for short stories and young novels based on facts filed under the three preceding heads, starting at the point of greatest interest and going wherever the vendor hopes to lead the particular prospect's thought. However, even here the "outliners" would find Uncle Sam's commodity classification something to tie to, and the physical form could be made uniform.

MY fifth section is to take care of all last-minute ballyhoo just long enough to give the vendor breathing time, a section to be emptied as soon as regulation data sheets arrive with the essential information boiled down and indexed.

If the American Institute of Architects hadn't led the way in proving that essential information could be standardized as to physical form and indexing—if it hadn't proved to building material advertisers and their advertising advisors that standardized information is much oftener kept and used, I should not be so insistent that the advertising fraternity ought to be jolly well ashamed of its own inefficient tools. The A. I. A. has done a great job. The bulk of architects find it simpler to use the A. I. A. filing plan than homemade ones. Building material manufacturers, to a steadily increasing extent, are falling in line. If in doubt about indexing, they call upon the A. I. A. to furnish the proper index numbers to imprint upon catalogs, data sheets and other literature. They are coming around more and more to the standard sizes specified by the Institute.

A. B. C. reports, because of their loose-leaf form and convenient size, are undeniably handy. Whether official audits or publishers' interim statements, they bind conveniently into agency presentations to clients. Rate information must usually be transcribed to fit. Background information must be sorted out, rearranged, rewritten—and is often manhandled in the process. From the standpoint of sheer economy of motion, to say nothing of the advantage of talking from original stuff instead of rewrites, it would be a godsend to the agency to have all its basic media information handed to it ready to pass along as is, with a minimum of added comment.

with a minimum of added comment.

Uniform, handy size, parallel arrangement, self-indexing—any jobber's salesman expects these things in the sheets he gets from the house for his price book or sales manual. He can compare specifications and prices without a search warrant. He isn't haunted morning, noon and night and kept from really doing his work by phonographic repetitions of what he's got in the book. He'd likely bust an obstreperous machine that didn't give him credit for doing and studying on his own hook,

For many years I've held that media analysis was the average agency's weakest point. I still believe it. I don't think the publisher, for example, gets a fair break, i.e., in the amount of agency commissions devoted to searching study of media prior to selection. But instead of blaming the agency or the media analyst, I blame archaic tools that make it so tremendously hard for the buyer to get the facts. Make that part of it easier and more time will be given to profitable study.

More study, less waste, then the millennium—a day when higher-grade "reps" will talk to better-posted "space-buyers" about the application of facts to fundamental sales problems, rather than about commonplace facts one has to hunt for today in a haystack.

This is not any one vendor's problem, nor a "Four-A" job alone. It is a crying reflection on vendors as a group that "standard specifications" are so sadly lacking in the advertising field, which presumes to lead all others in the art of presentation.

Anyone who thinks we're doing well enough as is will get a new slant on helping the buyer buy by looking up Uncle Sam's big "National Directory of Commodity Specifications" (Misc. Publications No. 65 — Government Printing Office, \$1.25). Advertising trails by many leagues. I, for one, don't want to hear any more "space buyers" kicked about until they're given respectable straw for their bricks.

Court Reaffirms Decision on Direct Selling

THE Supreme Court of the United States reiterated its decision ruling that ordinances requiring written permits from the police department for sales of goods shipped in interstate commerce were illegal. The reaffirmation on this point which was first brought to the courts in June, 1925, in the case of the Real Silk Hosiery Mills vs. the City of Portland, Oregon, was handed down on May 16 of this year in the case of the same manufacturer vs. the City of Piedmont, California.

The first decision of the court was

The first decision of the court was the result of the legal opposition which the Real Silk Hosiery Mills pitted against an ordinance obtaining in Portland, Oregon, which required persons taking orders for future delivery and receiving payment, to obtain a license and file a bond. The plaintiff took the matter to the State courts, where the ordinance was upheld. The Circuit Court of Appeals affirmed the State court decision, but the Supreme Court of the United States reversed these decisions of the lower courts.

In the last decision of the court, as in the first, it was found that the ordinance was an authorized burden upon interstate commerce, and patently in restraint of trade. Counsel for the City of Piedmont contended that the requirement for an application and license fee did not constitute a burden upon interstate commerce, hut was a valid exercise of the police powers of the city. The court asserted that no answer was necessary to this latter argument in view of the decision made upon the first point.

Keynote Railroad Men

buy more commodities than any other group. They are surely reached through our pages because they must read our magazine, which percolates right down through executive and operating staffs.

All are listed on the New York Stock Exchange and our constructive analyses of their securities are eagerly followed by these men.

There are only 189 Class 1 railroads in the United States.

V. E. GRAHAM.

Advertising Director

MAGAZINE WALLSTREET

Member A. B. C.

42 BROADWAY

NEW YORK

No. 2 of a Series

PLATE PRINTING AND DIE STAMPING BY ROBERT F. SALADE

Tells how to operate a department for copperplate and steel-dic engraving and printing. A book of interest to printers having stationery departments or those who wish to add a department for the production of intaglio printing. The chapters are: Equipment, Engraving, Printing, Styles, Selling Prices, Imitations. The frontispiece shows specimens of standard engraved lettering, and four page plates present approved sizes of cards and specimens of lettering in use. This book not only tells how to engrave and print, but also gives information of a business character.

74 pages, 51/4 by 7, cloth, \$1.00 a copy. Postage and packing 10c. extra.

Please send cash with order

THE AMERICAN PRINTER, 9 East 38th Street, New York

Kenilworth Inn

ASHEVILLE, N. C.

Special Weekly Rates

Spend your spring vacation with the wild flowers of the Smoky Mountains

The famous Kenilworth Inn offers you a special weekly rate for your family—which includes a marvelous program of entertainment.

Listen in on WWNC any evening

AMERICAN PLAN with Meals

Single Room-Hot & Cold Water \$42.00 Up. Double Room-Hot & Cold Water 80.00 Up. Single Room-Private Bath 90.00 Up. Double Room-Private Bath . . Double & Single-Private Bath . 126.00 Up.

Delightful, dignified surroundings FURTHER INFORMATION UPON REQUEST

ROSCOE A. MARVEL MANAGER



PAPERS WE **SERVE** No. 2

Multiple advertisements conceived by us are featured in the May, June and July issues of Radio Dealer.

LE ROY P. WIGHT, Inc.

SALES ADVERTISING

25 WEST 43RD STREET, NEW YORK CITY

Lettering and Design for advertisers who appreciate thought ful craftsmanship.

VAN NAME & HILLS Inc. II EAST 38TH ST. NEW YORK

Caledonia 9717

Passing Thro' Mists of Error

[CONTINUED FROM PAGE 32]

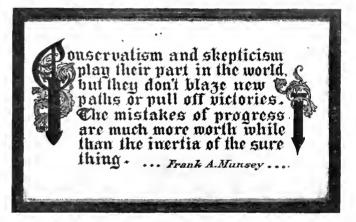
that time, Edgar D. Shaw and Fred A. Walker, and demanded of them the reason why Mr. Wingate's orders had not been carried out. While I was quite vehement in my criticism, these two young fellows, not long out of college, listened to my tirade almost in silence: what they wanted to say in reply was spoken to their chief upon his arrival.

An hour or two later Mr. Wingate came to my office with a sedate expression on his face. After stating that he had issued an order to his force regarding the non-use of the cuts hereafter, he told me that his two assistants had protested my remarks to them; they were able young fellows, and both were just as capable as he was of editing the Journal. I dissented from this statement, affirming that if they were as capable and efficient as

arrived, I turned to his assistants at I dwelt in the city of sanctified traditions. I was told for the year to come 1 must be limited to \$1,500, which was "a good salary for Boston." This final example of conservatism disgusted me, and I began seeking pas-

My life was an active one in the ten years following. Some four years had been spent with the Butterick Publishing Company as its advertising director; three years as one of the owners of Everybody's Magazine, which by this time had become a valuable property; and I had sold the larger part of my interest; was retired from active business, domiciled in Paris.

I returned to this country primarily to see Small, Maynard & Company, book publishers, who were about to issue an autobiography of my business life, which I had written abroad.



he was they would leave the Journal, get out into the world, and substan-

tiate it as a fact.

They took their own time to prove my haphazard opinion wrong. Mr. Shaw is now publisher of the Boston American, and, as one of Mr. Hearst's most able captains, unquestionably receives a much larger salary than ever came to me as an advertising manager, even with the dollar value considered; Mr. Walker is an editor and a member of the executive staff of the New York Sun.

There were other young men who received their tutelage in journalism from Mr. Wingate. One became assistant editor of the Century Maga-zine for a time, and F. Roy Martin, who was graduated from the editorship of the *Providence Journal* to the position of manager of the Associated Press, of which Melville E. Stone was then Chief, now Counsellor.

The story of the suggested innovations that I made, some of which being adopted caused the income from the advertising department to increase by leaps and bounds, cannot be told in this issue. When a renewal of my arrangement for another year came up, I again was made to realize that said quietly, "Is this a sidewalk?"

The question had come up of including in the volume two letters, one of which I had received from Frank A. Munsey at the time I was in his employ, and my publishers had insisted that it was necessary to obtain Mr. Munsey's permission to print the letter before the issuance of the book.

Arranging the details of advertising, and promising to see Mr. Munsey within a few days in reference to the letter, I left my publisher's office for Young's Hotel. The route taken was down Winter Street, turning into the alley which runs alongside of the City Hall.

The day was lowering, and a modest rain was falling. With an umbrella in one hand, a book in the other, a cigar Letween my lips, I sauntered on. Suddenly a tickling sensation came in my throat, and I spit.

I had taken but a few steps thereafter when a man in a blue uniform, though not in a policeman's regalia, balked my passage further and a gruff voice said: "You're arrested! Don't you know it's against the law to spit on the sidewalk in Boston?"

"It is; follow me!" was my inquisi-

tor's reply.

A few yards further and we were in the police station, which adjoins the Crawford House, the latter made famous in earlier days as the habitual resort when in Boston of Arthur E. Bowers, of the Munsey advertising staff.

In the few moments which intervened before my interrogation began, I recalled the fact that the morning papers had named a number of people arrested for a like offence, and knowing the ability of reporters to make a good story from little, it was easy to picture on the first page of the morn-"No. 5" head, "John Adams Thayer, former publisher of Everybody's Magagine, Arrested for Spitting on the Sidewalk." My imagination went so far as to think the Associated Press would send the "news" throughout the coun-

Perhaps the thought will arise at riot, or that the assumption was un-warranted that publicity would be given to my "social error." Perhaps, but it was only recently, while serving on a jury in a Bridgeport court, that the Bridgeport Post announced with big headlines that I had "jumped to my feet and demanded of the Judge" the reason of my non-retention as a juror in one of the cases which went to trial. Both of the verbs used were inaccurate,

but they made the story.

These harrowing thoughts of the publicity that might be given were rudely interrupted by the uniformed Captain in the Police Station, with the question:

"What is your name?" I gave it. "Where do you live?" "Paris," I an-

"Paris, where?" "Paris, France," was the next question and answer.

Whereupon, taking a card from my pocket book. I handed it to the official saying: "Here is my Coupé-File, issued annually to me by the famous Lepiné. Director of Public Safety, Paris, and

THEN a bright thought flashed to my mind, which until that moment had been dormant, and I inquired: "Isn't Mr. Stephen O'Meara Police Commissioner of Boston?"
"He is." was the slightly less gruff reply. "Do you know him?"

reply. "Do you know him?"
"I certainly do," was my smiling response. "Will you kindly get him on the telephone and say that John Adams Thayer would like to talk with him for

a moment?"
"We don't call the Commissioner on the telephone," he responded; then with a little hesitation he continued: "You ean go to Headquarters and see him. but understand, you must come back

Fortunate in finding Mr. O'Meara at his office, which he was about to leave for the day, I explained the predicament in which I was placed. In all seriousness, with a seeming suppression on his countenance of the humorous aspect of the matter, he said that I should report back to the Police Station. but as the act had not been committed on a regular cement sidewalk, he would arrange for my "discharge" from custody, and I would again be a free man.

In quest of this permission I arrived once more in New York. A tele-

phone message to Mr. Munsey brought his reply that he would see me at three o'clock; that on account of a business engagement he regretted that he could not invite me to luncheon. The idea of securing from Mr. Munsey his written permission that his letter might be printed did not appeal to me. publishers required authority, but was there not a better plan? His business experiment with me was only one of a number of similar occurrences, and while it had been an event in my young life, I surmised that it had been only an incident with Mr. Munsey. So why make a mountain out of a mole hill?

A T three o'clock, accompanied by my secretary, a young Englishman who had been a captain in the English army, and who had come over with me from Paris, I was ushered into Mr. Munsey's private office on one of the top floors of the Flat Iron Building. There was nothing noticeable about his office except that the windows were on both sides, that we were high up in the air, and a raised platform, of about six inches, upon which rested his largiflat-top desk. There were people who referred to this little rise as a "throne," but their facetiousness could be questioned.

After the introduction of my secretary, who was likewise a friend, and salutations had passed, Mr. Munsey asked what had occupied my time of late. This seemed to be an opening. so telling him how restless I had become in Paris for something to do that was seemingly more worth while, I had written a book, which told of my business experiences. Then I mentioned that it was my purpose to include in the book a number of letters which the book a number of letters which had come to me from former employers. "Of course, in doing this," I went on, "any letter could be paraphrased, which would answer the purpose, if the writers objected. But I don't think with how when a phicotien to the printing you have any objection to the printing of any letter you wrote me.

His answer was quickly given: "Not

the slightest objection.

The tenor of the conversation was suddenly changed, and soon after we left, going directly to my attorney's

The next morning my publishers in Boston received a formidable document, beginning "Whereas," this being the heading of a deposition made by my secretary, duly witnessed, that Mr. Munsey freely gave permission to print any letter he had written me.

It has been stated that Mr. Munsey during his lifetime assumed the rôle of a "protector" to his employees; he told them where to live, how to live, and what to do with their money, etc. Perhaps it was this protecting trend which one day caused him to inquire: "I hope, Thayer, you have invested your money in good securities?" Telling him that I had been advised to buy only the safest bonds, paying 3 to 4 per cent, which I had done, he further remarked that such interest was small, and then said: "You could well afford to buy 500 or 1000 shares of Steel for investment; that industry is looming big these days.'

This suggestion appealed to me, and I purchased 500 shares at the price. ruling at that time, of \$27 per share, putting the certificates in my strong box. Not so long after they were sold on a rising market, up to 85. Had

Arthur Henry Co., Inc.

Designers and Producers of Distinctive Direct Advertising

Leaflets **Folders**

> **Broadsides** Booklets

> > House Organs Catalogues

> > > Copy Writing Illustrating

> > > > Engraving Printing

Are now located at 40 EAST 49th STREET Cor. Madison Ave., Nen York

60,000 Uses for Gas

Can Your Product Serve One of Them?

Gas, at the present time, is the heating medium in more than 60,000 different manufacturing processes. Perhaps it is used in the manufacture of your own product—and perhaps your product, itself, could be put to a use in one of the many applications of gas.

The possibility is assuredly worth investigation, for if your product has such a fortunate utility, it will find a new sales outlet, opening into a market of large proportions.

If you will confer with us on this matter, we will inform you, frankly and thoroughly, concerning the negotiable value of vour merchandise in the gas industry, as well as the ways and means of establishing it. And any information that lays claim to thoroughness must include mention of the fact that an advertiser can penetrate the gas industry completely, at one cost. Gas Age-Record offers a coverage of 99.47%.

Gas Age-Record

A. B. C.

A. B. P.

9 East 38th Street

New York

We also publish Brown's Directory of American Gas Companies and the Gas Engineering and Appliance Catalogue.

Gas Age-Record Spokesman sor the gas industry I held the investment until today the unearned increment would have amounted to quite a tidy sum.

In my barn, where in pre-motor days spirited horses in their stalls champed spirited horses in their stalls champed their bits, there is a neatly framed motto, 14 x 9 inches in size, printed in color. It is reproduced on page 82. This is one of a number issued by Mr. Munsey to enforce attention to his ideas and activities in publishing and advertising. The large majority of those who will read this story were unborn at the time this pungent and lucid theorem was hung upon the wall.

unborn at the time this pungent and lucid theorem was hung upon the wall. I have perused it many times.

Reflecting upon the blunders made, and the mists of error through which I have passed, considering also the resultant damages and benefits, it is easy for me to concur with Mr. Munsey that "the mistakes of progress are much more worth while than the inertia of the sure thing."

Business Paper Publishers to Study **Problems**

PROGRAM of research, promotion and associated plans for forward-ing wider knowledge of the place and purpose of the business paper in economical and result producing advertising was unanimously adopted by members of the Associated Business Papers, Inc., at a meeting on May 18 at French Lick, Ind. More than sixty executives of the association, representing eighty-three out of one hundred and twenty-six members of the organization, were present at the meeting, the keynote of which was "Helping Reader and Advertiser to Get the Most Out of the Business Paper."

Out of the Business Paper."

The following officers were elected for the year 1927-28: President, J. H. Bragdon, Textile World; vice-president, Merritt Lum, A. W. Shaw Company; treasurer, Warren C. Platt, National Petroleum News. The executive committee will include Malcolm Muir, McGraw-Hill Publishing Company, Inc.; George Slate of the Boardman Publishing Company; E. E. Haight of the Concrete Publishing Company; Lt. Col. J. B. McLean of the McLean Pub-Col. J. B. McLean of the McLean Publishing Company; Everitt B. Terhune of the Boot and Shoe Recorder; and C. J. Clark of the Penton Publishing

Company. The program adopted by the members in accordance with the aims of the gathering was recommended by the executive committee and presented by the managing director, F. M. Feiker. includes proposals to set up a research fund for case studies by teachers of advertising and marketing in industrial, merchandising and institutional advertising campaigns, the furtherance of editorial service by cooperation with the National Conference of Business Paper Editors, the formulation of added standards of practice for the improvement of advertising copy, the elimination of wasteful practices by advertisers, and the cooperation with the Business Paper Committee of the American Association of Advertising Agencies in the setting up of better methods of gaging business paper values in ad-dition to the standard of circulation

established by the Audit Bureau of Cir-

culations.

Twenty-one Ways of Increasing Distribution

[CONTINUED FROM PAGE 21]

creasing the variety of their stocks, a score or more of new retail outlets have come into existence.

With the thought that it may be suggestive to manufacturers who are anxious to have more retail distributors, I am listing some of these new outlets and also a few of the old outlets that have taken on new life:

Until recent years, Book Stores: there were only about 1500 book stores in the United States. The number has been increased by several hundred during the last two years. The time is not far distant when every town of any size in the country will have at least one book store.

But, what is more important is the fact that the book-dealer is fast becoming a distributor of other things besides books. When the book store dealt in books and similar goods exclusively, it took a large population to support such a store, and they were seldom found outside of the large cities.

But as soon as book shops began to stock greeting cards, sporting goods, art objects, gift merchandise, school and camp supplies and numerous other articles, it became possible to make a store of this kind pay in any fair-sized town. Many a manufacturer who never before sold through the book dealer is finding in him a solution of his distribution difficulties.

The Roofing Company: This is one

of the newest institutions in the distribution world. Already there are hundreds of these organizations in existence. They do not maintain stores. Instead they send out crews of men, whose primary function is to put on roofs. In addition to roofing, these men do considerable painting, chimney work and general house repairing. This new type of contractor handles every kind of roofing material. He also consumes large quantities of paints, screens, weather stripping and other building material.

The Landscape Gardener: Every high class residential community in the United States supports several landscape gardeners. Some of them operate in connection with nurseries; others are employed by landscape architects. Most of them, however, work independently, hiring as many laborers to assist them as may be necessary. These gardeners not only buy large quantities of tools, pruning paraphernalia, garden rollers, mowers, etc., but they comprise also a medium of distribution for fertilizers, spraying material, seeds, fencing, and similar merchandise.

When Du Bois fencing was first put on the United States market, the company found the landscape gardener to be one of the best outlets for the product.

The Upholsterer and Interior Decator: This is another type of disorator: tributor that has come into prominence in recent years. These decorators not only do over furniture to fit any decorative scheme, but they also sell furniture, draperies, window shades, tapestries, pictures, lamps, and other accessories for the home. Many of these stores also make awnings and put them up. They fit up verandas as butdoor living rooms, supply garden furniture, equip play rooms for children, and supply several other services for the home, making them valuable distributors for manufacturers.

Gift Shops: There are about 8000 separate gift shops in the United States. In addition, 500 department stores have individual gift depart-These figures do not include the numerous jewelry stores, drug stores, hardware stores, stationery stores, and other retail establishments that have gift sections. The gift shop is one of the fastest growing of all retail outlets. These shops carry an almost endless variety of goods. The majority of manufacturers make something that can be retailed through these stores, and a large number of concerns have found this new field a veritable bonanza.

Chain Stores: Some of the chain systems, such as the grocery chains, hold the number of lines they earry down to the lowest possible minimum. Others, notably the five-and-ten cent and drug chains, are always open to consider any new article,

The buyers of these organizations have instructions to give a patient ear to every salesman that comes along, no matter how far-fetched his proposition may at first seem. The very life of these stores depends on novelty and variety. They must constantly be offering new merchandise. The only way they can be sure of getting a steady stream of such goods is by encouraging manufacturers to give them the first chance at anything new they may produce.

More Than One Department in Same Store: It may be possible to get a product handled by two or more departments in a store. For instance. many articles can be shown in their regular departments and also in the store's gift shop. But, it is not an easy matter to get an article into more than one department because of the rivalry that often exists between Nevertheless, hundreds of buvers. manufacturers are succeeding in get-ting additional distribution in this

Office Building Stands: There is at least one of these stands in every large office building in the country. These office building in the country. office-stand merchants, in seeking to attain a profitable volume, are constantly increasing the range of their lines. They formerly handled only cigars, cigarettes, tobacco, and a few items in confectionery. But now many of these stands sell soft drinks, sand-

How is your dictation this morning?

How long is it since you have looked into a book on letter writing? It is good business to dip into a modern book on letter writing occasionally-especially into one in which the fundamentals of resultful Just Out!

letter writing are so carefully dissected and analyzed as in PRINCIPLES

OF EFFECTIVE LETTER WRITING

Lawrence C. Lockley

Correspondence Counselor, First National Bank, Lise Ingiles, and Pacific-South west Trust and Savings Bank; Associate in English, University of California (Southern Branch).

11 pages, 5 4x8, Hus-trated,

\$3,00 net, postpaid Published May, 1927

Look up, for instance, ne discussion in this new book of such topics

making the letter easy to

read;
hor a letter is read; avoiding flimsy excuses in adjustments;

in adjustments;

—the ten commandments of intections;
—long-circuit versus short circuit selling;
—high points of sales letter writing;
—teters and the law;
—etc., etc., etc.

Some of the Chapter Headings

II - Making the Letter Easy to Read V - Everyday Letters: VI -Inquiry and Order

VII -Complaint Letters: VIII. - Adjustment Letters. 1X -Credit Letters; X - Collection Letters:

X1 -Application Letters; XII -What Sales Letters

Can Po;
XIII.—The Plan Behind the
Campaign;
XVI.—Sales Letters;

XVII. -- Increasing Returns trom the Letter:

XX —Helping Salesmen with Letters.

Send for this stimulating w book for ten days' free

McGraw-Hill	FREE	EXAMINATION	COUPON
OCCOMPANY CSNW-HILL		EXAMINE ENAMINE BOOK FO DAYS	NOW! TH R TE

	enth								
You n Lockley's WRITIN postage then	G. \$3	C11'	LES I	OF	HII ree	TE to	CTIV retur	E Li n the	TTI
Name									
Address									
Position									

JUST PUBLISHED—THE 1927 ADVERTISER'S ANNUAL AND CONVENTION YEAR BOOK

150,000 Facts in One Big Volume!

Here, in one handy-to-use volume is all the information needed by American Advertising Men and Women interested in advertising, marketing, and selling in Great Britain and her Dominions.

If you want reliable up-to-date information on British newspapers, magazines and periodicals; their addresses, telegraphic addresses; page and column sizes; advertisement rates, publishing and closing dates; circulations, etc.;—bave a copy of the 1927 ADVERTISER'S ANNUAL on your desk. It has already been called, "The Greatest Reference Book on British Advertising ever issued."

If you are planning an international advertising campaign, you will need answers to a thousand and one questions on British markets. In the 1927 ADVERTISER'S ANNUAL you will find an entirely new collection of upto-date analyses and statistics on British Markets.

If you require information on printing and engraying in the British Isles, the 1927 ADVERTISER'S ANNUAL will supply it, for it tabulates, for your easy reference, full details of printers and engravers; bill posters and sign-writers, etc.; and the technique of printing and engraying.

85 ~ New—Twice the Value—Price the Same!

The 1927 ADVERTISER'S ANNUAL is, in effect, six complete books in one—A Complete Advertising Man's Vade Mecum; A Complete Series of Directories, comprising 12 Distinct Sections; A Guide to the Laws and Regulations Affecting Advertising; A Complete Text-Book on Printing and Engraving Technique; Market Survey and Research Data; and a Report of the World's Advertising Conventions.

85% of the information contained in its pages is new the remaining 15% has been thoroughly revised and brought up to date. It is one of the most complete, comprehensive and exhaustive treatises on advertising ever published in any country.

Although the Advertiser's tunual has groun from four to six books in one, the price remains the same. This remarkable volume comes to you, postpaid, for only \$81.00. Simply fill in the compon, uttach your cheque or money-order, and mail NOB The Edition is limited—to delay mailing may mean disappointment. Send your order NOB, and regime and copy, postpaid, by return mail.

POST THIS COUPON TODAY

To the Publishers of "British Advertiser's Annual and Convention Year Book, 1927." Bangor House, 68 and 67 Shoe Lane, London, E. C. 4, England.

Please send me one copy of the "BRITISH ADVERTISER'S ANNUAL AND CONVENTION YEAR BOOK, 1927," postpaid by return. I enclose herewith \$4,00 m full payment.

NAME					,											
VDDBS	ς.															

wiches, handkerchiefs, hosiery, books, toys, pencils, fountain pens, stenographic note books, smocks, etc. It is easy to interest these dealers in almost anything, provided it does not take up too much space.

There are several prosperous manufacturers who got a big lift from the office stand at the outset of their careers. The Mint Products Company is one of them.

Tea Rooms: As this is written there are about 6000 tea rooms in the country, but the figure will soon be out-of-date, as the number of tea rooms is increasing daily. There is a decided drift away from the cafeteria toward tea rooms, coffee shops and sandwich bars. The American people want service.

The tea room handles all sorts of things in addition to the food that it serves. Here is a list of some of the articles that are on sale in these places: confectionery, smoking goods, postal cards and other souvenir merchandise. art goods, packaged teas, coffee, preserves and other food specialties, gift goods, antiques, perfumes, toilet goods, and wares that are peculiar to the neighborhood; such as maple sugar in New England. Some tea rooms even maintain circulating libraries. many instances, tea rooms do a larger volume on their side-lines than they do on their main business.

ll'ayside Stands: It is estimated that there are 65,000 wayside stands in the United States. Most of them operate for only a few months each year. This number is undoubtedly too low, however, as almost every farmer located on a main highway is, theoretically at least, open to serve customers.

This vast army of wayside vendors distribute unbelievable quantities of frankfurters, bread products, candies, gum, ice cream, soft drinks, novelties, etc. These retailers, like the office building merchants, the tea room proprietors, and others among the new retail distributors, are always anxious to broaden their stocks. These stands are mainly served by jobbers-on-wheels, who sell, make deliveries and collect at the same time. The growth of this peripatetic jobbing system is, in itself, by the way, an interesting example of the way distribution adapts itself to new developments.

Farmers' Elevators: Farmers' cooperative elevators were started originally to handle the grain of their members. Most of these elevators now also operate in the opposite direction. They buy for their members, dealing in such a wide variety of products as coal, fertilizers, binding twine, cattle feed, salt, building supplies, machinery and oil.

Tent Stores: The Potter Knitting Company, of Springfield, Mass., has been operating a small chain of tent stores in New England for several seasons. This company sells bathing suits, bathing caps, shoes, belts and other bathing accessories. Only the suits are of its own manufacture. The company pitches its tents at the crossroads, wherever the motor traffic is heavy.

The Potter organization has been so successful with this queer distribution scheme that other concerns in different lines of business are planning to try the same idea.

The Golf Professional Shop: Since

there are about 4000 golf professionals in the United States and since most of them are permitted to sell supplies, we may conclude that there are at least 2500 golf professional shops in this country. The number is increasing each year. All of these shops carry golf clubs, balls, tees, etc. Most of them handle general sports apparel. Many of them deal in miscellaneous goods, such as drinking cups, gum, confectionery and soft drinks. In fact they will handle anything for which there is a demand. At the golf show in Chicago, recently, there was held a Professional Golfer's Merchandising Conference, at which various methods of making the golf professional a better merchandiser were discussed. For one thing, it was decided to get out a sales manual. The professional is to be taught better methods of display and of salesmanship.

Paint Stores: One of the most unusual developments in distribution is the enormous increase in the number of exclusive paint stores. There are now between 7000 and 10,000 such stores in the forty-eight States. Four or five years ago, there were no more than 3000 exclusive paint stores. Another interesting fact about this field is the rapidity with which chain systems are entering it.

The paint store, of course, offers a ready outlet to any manufacturer bringing out a new finish. As a rule, paint dealers do not let their stocks stray too far from their main business. Even so, the stock of the paint store is sufficiently varied to present an opportunity to many manufacturers who are looking for new outlets.

Lumber Yards: In days gone by, the lumber yard was just a lumber yard. Today, it is a building snpply department store. There are 22,500 retail lumber yards in the United States. Between 5000 and 6000 of these yards are owned by 400 line-yard companies. Most of these yards handle, in addition to lumber, prepared roofing, wallboard, cement, lime, plaster, sand, insulating material, etc. Nearly one-quarter of the yards stock paint, ladders, gates and fencing, builders' hardware, barn equipment, steel fence posts and articles of that character. A goodly number of the yards go in for coal. Some of them deal in contractors' supplies.

Bowling Alleys, Billiard Parlors, Bathing Pavilions and Circuses: There are 2600 bowling alleys, 25,000 billiard parlors, 800 bathing pavilions and 300 circuses in the United States. All of these places offer a lot of merchandise for sale, outside of the customary service which they offer to patrons.

Beauty Parlors: There are about 28,000 beauty parlors, exclusive of the barber shop, catering to the pulchritudinous needs of the nation. Besides the preparations which are used in giving treatments, these shops sell all sorts of beauty goods, toilet articles, perfumes, dentifrices, novelty jewelry and, in some cases, cigarettes.

and, in some cases, cigarettes.

Company Store: After all the trouble that Henry Ford got into with his company stores, perhaps I should not be recommending this avenue of distribution to manufacturers. The type of company store I have in mind, however, is not the conventional kind. I am referring to the factory shop, where the company sells work clothes, tools and other articles to its own employees at

cost. In some lines, such as mechanics' tools, a manufacturer is missing an important outlet unless he recognizes

these shops.

In the foregoing summary, I have made no attempt to present a complete catalog of all the out-of-the-ordinary retail outlets to which a manufacturer who is looking for distribution may turn. I merely aimed to present a few typical classes of stores that have either lately come into existence or have recently taken on new life.

About the only serious difficulty that the manufacturer will encounter in selling to these new outlets, is making certain of the credit responsibility of his customers. It usually takes merchants in a new field some time to become financially established.

But the matter of credit need not prove an insurmountable obstacle. Some of these distributors, such as the lumber yards, are gilt-edged credit risks. In other cases, the wayside stand, for instance, machinery for handling both deliveries and collections has already been set up. In still other cases, these new distributors are doing such a flourishing business that they are able to take the cash discount on all their purchases.

Anyway, the manufacturer who is primarily interested in getting distribution can afford, at the outset, to take a chance on credits. In fact there are several successful advertisers who got their start by selling to merchants who were regarded as bad credit risks. These retailers, not being able to get a regular supply of goods from established sources, were glad to listen to the proposition of the new advertiser.

Shuman Trophy to Be Awarded at A. N. A. E. Convention

The Shuman Trophy presented by A. L. Shuman, vice-president and advertising director of the Fort Worth Star-Telegram, will be awarded at the Denver Convention of the A. N. A. E. on June 27-29, for the best story of a newspaper advertising success presented at the convention. The contest for the trophy won in 1926 by Frank E. Trip, general manager of the Gannett Newspapers, with an outline of a successful campaign conducted by a group of independent grocers, aims to develop many concrete examples of success that are directly helpful to each member and to the newspaper advertising cause generally.

Affiliated Advertising Clubs Meet

The twenty-fourth annual convention of the Affiliation of Advertising Clubs was held at Eric, Pa., on May 20 and 21. Four hundred delegates attended and cooperated to make the meeting one of the most beneficial in the history of the organization's annual meetings.

Elections of officers were held, and the following candidates were chosen for the coming year: President, Ludwig G. Meyer, Erie; first vice-president. Earnest A. Paviour, Rochester; second vice-president, R. E. Clemens, Hamilton; secretary-treasurer, J. Jay Fuller, Buffalo. The convention in 1928 will be held at Rochester in May.

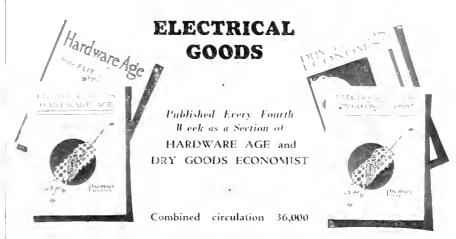
A \$400,000,000 Market

THE sales of electrical appliances and radio by hardware and department stores have reached the astounding figure of \$400,000,000.

It is generally recognized that this market is not only the largest at present, but represents the greatest stable market for future development.

This market is served by ELECTRICAL GOODS—the only publication whose contents are devoted exclusively to electrical appliances and radio.

A duplication of the circulation and service of ELECTRICAL GOODS by any other medium is practically negligible.



239 West 39 Street



New York City

YOU don't have to be a physicist to know that the longest way around is an indirect method. The Market Place is the shortest distance between two cardinal points—you and your next connection.



Rate for advertisements inserted in this department is \$3.00 per inch. Minimum charge \$1.50.

Forms close Saturday noon before date of issue.

Position Wanted

We know a man who will be a valuable addition to the staff of some agency or advertiser, and who will bring to the new connection that he now seeks these qualifications: Seven years' training with nationally-known corporation, as executive in purchasing department. Experienced in purchase of art work, engraving, typography, printing and lithography, and in copy and layout work. Thorough knowledge of paper stock, envelopes, bags, shipping cases, containers, etc. He is a native American, age 29; university graduate, Protestant, married. He will go wherever opportunity warrants. If you know who might profit by the services of this man, fuller details may he had by addressing Box 463, Advertising & Selling, 9 East 38th St., New York, N. Y.

ADVERTISING SALESMAN

with a downtown office in Chicago wants a live with a downtown office in Chicago wants a live publication to represent in the Middle West. Over twenty years' metropolitan newspaper and trade paper experience. If you want a man who is a builder of profitable business, write me. My record will bear a strict investigation. Address Box 458, Advertising & Selling, 9 East 38th St., New York, N. Y.

Help Wanted

WANTED A CAPABLE SALES CORRESPONDENT

(With an engineering background)

A solidly established corporation whose products are used in more than 50,000 metal working plants and distributed through 600 jobbers of hardware and factory supplies, needs a capable sales correspondent sales correspondent.

sales correspondent. We want a man between 30 and 35 years of age who has had some shop experience and has sold industrial products on the road. If he has done missionary work with jobbers' salesment, so much the better. He must be willing to travel part of the time and the rest of the time he will assist the sales manager in the New York office. The right man will be paid a good salary with plenty of opportunity for advancement. If you are such a man write us in detail about your past experience and connections. Mention the salary you want. Address Box 467. Advertising and Selling, 9 East 38th St., New York City.

PRINTING SALESMAN who lacks "talking points" in present connection can locate with organization capable of helping him increase in-come. Drawing account to man with following. Address Box 465, Advertising and Selling, 9 East 38th St., New York City.

Wanted: Sales representative in eastern territory for practical, popular, nationally advertised salesmen's portfolios. Our product is being purchased by thousands among firms with large sales forces. To a reputable man calling on such firms we will give an exclusive territory on a profitable commission hasis. Leads furnished. All correspondence held in strict confidence. Box A, Advertising and Selling, 1328 Peoples Gas Bldg., Chicago, III ence held in vertising and Chicago, Ill.

Press Clippings

BUFFALO CLIPPING BUREAUS

offer reliable National or regional newspaper reading service. Branch Bureaus Everywhere. General offices, One Terrace, Buffalo, N. Y.

Multigraphing

Quality and Quantity Multigraphing, Addressing, Filling In, Folding, Etc. DEHAAN CIRCULAR LETTER CO., INC. 120 W. 42nd St., New York City Telephone Wis. 5483

SERVICE Telephone Barclay 3385

BUREAU

19 Park Place, New York City JOHN F. FITZPATRICK, Proprietor

For Sale

For Sale: A complete set of Bound Volumes of Printers' Ink Weekly from October 3, 1918, to September 28, 1922, in good condition. Volume numbers 105 to 120. Price for sixteen volumes \$30.00. Box 456, Advertising and Selling, 9 East 38th St., New York City.

For sale—Bound Volumes (5) of Printers' Ink Monthly from December, 1919, to May, 1922. In perfect condition. Price for the set, \$15.00. Box 464. Advertising and Selling, 9 East 38th St., New York City.

Direct Mail Service

Productive Sales Literature. Sales letters, \$3.00; 3x6 circulars, \$2.00; 6x9 circulars, \$5.00; 2 inch display, \$2.00; classified, \$1.00. Branch office service and mail address, \$5.00 monthly. Forwarded daily. Circulars, booklets, samples, etc., distributed house to house, \$3.50 per thousand. Address the Egyptian Exchange, Barclay, Fairfield, Illinois.

Miscellaneous

BOUND VOLUMES

A bound volume of Advertising and Selling makes a handsome and valuable addition to your library. They are bound in black cloth and die-stamped in gold lettering. Each volume is complete with index, cross-filed under title of article and name of author making it valuable for reference purposes. The cost (which includes postage) is \$5.00 per volume. Send your check to Advertising and Selling, 9 East 38th St., New York City.

BINDERS

Use a binder to preserve your file of Advertising and Selling copies for reference. Stiff cloth covered covers, and die-stamped in gold lettering, each holding approximately 9 issues, \$1.85 including postage. Send your Check to Advertising and Selling, 9 E. 38th St., New York City.

Yes and No

By R. M. Blankenbaker Calkins & Holden, Inc.

THE short tall man stammered incisively.

"I positively will never do it maybe."

To which the thin heavy-set person of 20 or 40 at his side behind him

"Of course maybe you will or won't, but I'm sick and glad of your not saying so."

Slowly they rapidly ascended down the long short flight of stairs in the

Who were the short tall man and the thin heavy-set person? Why, they were two agency men returning from a copy conference with the advertising committee of their client, The Acme Hand Buzz Saw Co.

The advertising committee consists of the president, the sales manager, the advertising manager, the treasurer, the president's secretary, the most amiable of the bankers, the sales manager's wife's nephew who is an art student, and the factory superintend-

You see, kind reader, the poor fellows were still in the spirit of the conference.

Harry C. Walker Dies

Harry C. Walker, president of Walker & Company, Detroit, outdoor advertising company, died suddenly in Baltimore on May 27 at the age of 48. He was the active head of the business which bears his name, succeeding his father twenty years ago. Throughout his life he was identified with advertising movements and organizations, being a director of the Outdoor Advertising Association and secretary of the Michigan Outdoor Advertising Association.

Beside his identification with advertising, Mr. Walker took a keen interest in civic affairs. He was a director of the American State Bank, a member of the Detroit Club, and a director of the Detroit Convention Tourist Bureau, playing an important part in the recent drive to advertise Detroit.

A son and a daughter survive.

Howard Winton Elected

At the annual business meeting of the Milwaukee Association of Industrial Advertisers held on May 16, Howard Winton, the general branch manager of The Heil Co., was elected president. Mr. Winton served in the capacity of vice-president during the last year and succeeds H. P. Sigwalt.

Advertising Clubs of Third District Convene

The third district of the International Advertising Association held its annual convention last week in Greensboro, N. C. Approximately 400 delegates N. C. Approximately 400 delegates from the various advertising clubs in the district represented their respective organizations. The third district in-cludes Virginia, North and South Carolina, Georgia and Alabama, Mississippi, Tennessee and the District of Columbia.

Hoover and Work to Spēāk at Denver Advertising Convention

THOROUGH preparations for the twenty-third Annual Convention of the International Advertising Association to be held at Denver, Colorado, on June 26, 27, 28 and 29, are rapidly nearing completion. The addresses to be given at the convention will more or less turn on subjects concerning the part that advertising plays in the growth and development of industry. According to the chairman of the program committee, the addresses will be given more from the standpoint of the user and buyer rather than of the producer and seller. Following the business sessions from the 26th to the 29th will be three days of sightseeing in and about Denver. At the present time 1500 delegates have made known their intentions of attending, to the registrations committee and the committee expects many more by the time the convention starts at the Greek Theater, Denver Civic Center, with the Inspirational Meeting.

The outstanding events of the convention will be the addresses by Secretary of Commerce Herbert Hoover and Secretary of the Interior Hubert Work, who have accepted the Association's invitation to be present and address the members. The officials of the Cabinet will speak at the general sessions on June 27. Among the more important speakers to present papers will be Mrs. Emily Newell Blair, representing women buyers of advertised goods: S. R. McKelvie, former governor of Nebraska and publisher of the Nebraska Farmer, speaking on the subject of advertising in relation to its service to the farm market; Merlin Hall Ayles-worth, president of the National Broadeasting Company, on radio broadcasting; Col. Paul Henderson, general manager of the National Air Transport Company, on aviation for commercial transportation; Harold J. Stonier, president of the Advertising Club of Los Angeles, James Rolph, Jr., Mayor of San Francisco, on community advertising, and Francis H. Sisson, vicepresident of the Guaranty Trust Company, New York.

Following is a general program of

the convention:

Sunday Afternoon, June 26—Inspirational eeting, Greek Theater, Denver Civic Theater, Denver

Monday Morning, June 27-General Ses-

sion, Orpheum Theater. Monday

Afternoon-Departmental Ses-

Monday Night-General Session, Orpheum

Monday Night—General Session, Orpneum Theater or Municipal Anditorium. Tuesday Morning, June 28—General Ses-sion, Orpheum Theater. Tuesday Afternoon—Departmental Ses-

Tuesday Night-General Session. pheum Theater or Municipal Anditorium.
Wednesday, June 29—Departmental Sessions Morning and Afternoon.

Wednesday Night-Western Baile at Mu-

Wednesday Night—Western Baile at Minicipal Auditorium.
Thursday, June 30—Golf Tournaments and Post-convention Tours.
Annual meeting of the International Advertising Association at Orpheum Theater at 4 p. m., Wednesday Afternoon, June 29.
Annual meeting of the Advertising Commission at the Hotel Cosmopolitan Monday noon, June 27.
Club Officers' Conference all day Wednes-

Club Officers' Conference all day Wednes-

day, June 29.

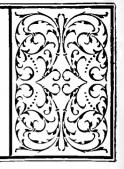
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Chicago Evening American	National Outdoor Advertising Bureau Inset Bet. 66 & 67
Chicago Tribune Back Cover Child Life 67 Chilton Class Jonrnal 51-55 City of Atlanta 13	National Register Publishing Co
Columbus Dispatch	[o]
Collier's Weekly 63 Comfort Magazine 65 Cosmopolitan 18 Crowell Pub. Co. 63	Old King Cole, Inc 62
	[p]
[d]	Pittsburgh Press 3 Postage Meter Co. 59
Dairymen's League News 50 Delineator 16 Des Moines Register & Tribune-Capital 37 Detroit Free Press 7	[8]
Detroit News	Sackheim & Sherman, Inc. .68-69 Shaw Co., A. W. .47
Dill & Collins 6 Drug Topics 48	Shoe & Leather Reporter 75 Shrine Magazine 62 Simmons Boardman Co. 33
[e]	Southern Planter 78 Standard Rate & Data Service 79 System Magazine 47
Electrical Goods	1
	[t]
[f]	Time
French Line 8	F 3
[g] Gas Age Record	[v] Van Name & Hills, Inc
Gatchel & Manning, Inc. 64 Gibbons, Limited, J. J. 88 Grammes & Sons, L. F. 60	[w]
	Wall Street Magazine
[h] House Beautiful	Wienes Typographic Service, Inc



The NEWS DIGEST

A complete digest of the news of advertising and selling is here compiled for quick and convenient reference for The Editor will be glad to receive items of news for inclusion in this department for Address Advertising and Selling, Number Nine East Thirty-eighth Street, New York City



CHANGES IN PERSONNEL—(Advertisers, etc.)

CHANGES IN PERSONNEL—(Advertisers, etc.)									
Name	Former Company and Position	Now Associated With	Position						
	Real Silk Hosiery Mills, Indianapolis, Ind., Vice-Pres. & Gen. Sales Mgr	.Same Company	Pres. & Gen. Mgr.						
	Real Silk Hosiery Mills, Indianapolis, Ind., Pres.	.Same Company	.Chairman of the Board						
	Real Silk Hosiery Mills, Indianapolis, Ind., Ass't to Vice-Pres. & Gen. Mgr	.Same Company Shields & Co. New York	.Vice-Pres. & Gen. Mgr. .Sales Dept.						
H. W. Seott	Examiner, Los Angeles, Cal., Mgr. Merchands ing Service Dept	Larrinaga Bros. Studio, Los Angeles							
G. W. Belsey		Conoral Floatrie Co	.In Charge of Southern California District, Elec- tric Refrigeration Dept.						
	Diamond T Motor Car Company, Chicago,								
	Gen, Sales Mgr Company, Chienge								
	Diamond T Motor Car Company, Chicago, Secy. & Service Mgr	Same Company	. Vice-Pres.						
	Peoples Gas Light & Coke Co., Chicago	Omcago	Gen. Mgr. Gas Heating Dept.						
John C. Stephan	The Griswold-Eshelman Co., Cleveland, Acc't Executive	.The Chain Products Co., Cleveland	.Adv. Mgr.						
M. Harlan	Rollins Hosiery Mills, Des Moines, Iowa, Adv. Mgr.	. Kellogg Switchboard & Supply Co., Chicago	.Adv. Dir. for Radio Division						
P. L. Apgar	.Woodward & Tiernan Printing Co., St. Louis.	Unicago	.Eastern Sales Mgr., New York						
Paul H. Nystrom	.Columbia University, New York, Professor of Marketing		. Vice-Pres., in Charge of Merchandising						
	The Dairy Farmer, Des Moines, Iowa, Adv. Mgr.		. Distributor of Electric Refrigerators Through Southwestern Ohio						
E. G. Beveridge	R. Hoe & Co., Inc., New York, Service & Sale Dept.	es Same Company	.In Charge of San Fran- cisco Office						
	.Kaustine Co. Sales and Advertising Manager.		.Vice-Pres. & Gen. Mgr.						
Howard Winton	.The Heil Co., Milwaukee, Adv. Mgr	Same Company	. General Branch Mgr.						
	CHANGES IN PERSONNE	L—(Agencies, etc.)							
Name	Former Company and Position	Now Associated With	Position						
Evant S Littlejohn	Gera Mills, New York, Vice-Pres	New Yorker, New York Wood Adv. Agey., New York							
	New York World, Classified Adv. Mgr	THEM TOTIL THEFT							
	Courier, Camden, N. J	MEM LOTE	es.						
M. H. Seixas	The Automotive Daily News, New York	Critchfield & Co., New York							
C. R. Huffman	Lord & Thomas & Logan, Chicago	Austin F Bement, Inc.,	Space Buyer & Ass't Mgr.						

ClevelandMember of Staff

William J. Dawson .. Strouse & Bros., Evansville, Ind., Adv. Mgr. .. John S. King., Inc.,

"It has been our experience that the trading area is the most practical unit that we have used. For the past three years we have been using trading areas which we have built up from a study of newspaper circulation."

T. O. GRISSELL

Marketing Director George Batten Co.

The Detroit News has concentrated in the local trading area 95% of its circulation week-days and 80%, Sundays



In the area pictured above is located one-third of Michigan's population and one-half of its taxable wealth.

In the local trading area—the unit found by Mr. Grissell to be the most practical for national advertising—The Detroit News has always maintained its greatest circulation. Here The Detroit News has concentrated 95% of its great weekday and 80% of its still larger Sunday circulation.

The use of The Detroit News in the Detroit trading area assures a complete coverage of the English speaking homes, for here The Detroit News has been a favorite for more than 54 years. Here, too, are the distributing points, the dealers and one-third of the total population of Michigan. In Detroit

and The News Mr. Grissell would find the highest devolpment of the principle of local trading territory merchandising.

The Detroit News in its territory not only completely covers the English-speaking homes but is the favorite medium of the dealer and local advertiser. It is the dealer's source of news, information and advertising co-operation.

To sell the Detroit market thoroughly and economically The Detroit News must be used. And it should be used alone, for it, alone, will do the work, enabling you to employ more impressive space at less cost.

The Detroit News

For 54 Years Detroit's HOME newspaper Sunday Circulation 365,000—330,000 Weekdays



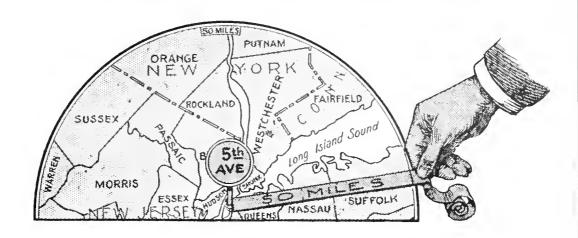
Advertising • The NEWS DIGEST • Issue of June 1, 1927



CHANGES IN PERSONNEL—(Agencies, etc., continued)

Name	Former Company and Position	Now Associated With	Position
Julian L. Watkins	.N. W. Ayer & Son, Philadelphia	.Cowan, Dempsey & Dengler, Inc., New York	. Partner
J. B. Rosebrook	. Ralph H. Jones Co., Cincinnati	Young & Rubicam, New York	. Сору
	Wilcolator Co., Newark, N. J., Adv. Mgr	York	
	The U. S. Adv. Corp., Toledo, Ohio	York	w .Acc't Executive
J. A. Zimmer	United Savings & Trust Co., Cleveland, Treas	Harry H. Packer Co., Cleveland	.Treas.
II. Paul Warwick .	American Lithographic Co., New York, Sales Mgr.	Cecil, Warwick & Cecil New York	.Partner
S. H. Giellerup	Sackheim & Sherman, Inc., New York, Secy	The Corman Co., New York	.Acc't Executive
Charles L. French	Dunlap-Ward Adv. Co., Cleveland	Gardner Adv. Co., Chicago	. Member of Staff
•	Pure Silk Hosiery Mills, Inc., Chicago, Pres	New York	
	n. Norman F. D'Evelyn, San Francisco, Owner	D'Evelyn & Wadsworth, San Francisco	. Principal
Joseph H. Wads- worth	Joseph H. Wadsworth, San Francisco, Owner	D'Evelyn & Wadsworth. San Francisco	Principal
Don Miller	Your Home Magazine, New York, Adv. Mgr.	The Chambers Agey., Inc., New York	. Acc't Executive

	CHANGES IN PERSO	NNEL—(Media, etc.)
Name	Former Company and Position	Now Associated With Position
Ivar Mattson	Consolidated Products Co., Chicago, In Co. Sales & Adv.	Charge Poultry Tribune, Mt. Morris, IllAdv. Mgr.
W. Going R. E. Hutchinso	Post, Cincinnati, Ohio	Same CompanyDisplay Dept., VogueTimes-Star, Cincinnati .Nat'l Adv. StaffSame CompanyWestern Adv. Mgr. The American Weekly.
		New YorkMgr. New England Adv Office
H. L. Haskell Victor Craig G. M. Pearson H. I. Cohen J. P. Eves S. G. Little C. R. McIntyre Paul J. Haaren.		Same CompanyVice-PresLiberty, New YorkEastern Adv. StaffSame Company, Chicago Western Adv. MgrPress, Houston, TexasNat'l Adv. MgrSame CompanyAdv. MgrSame CompanyAdv. DirResignedLiberty, BostonMgr. New England Div.
		sociation Journal, New YorkAdv. Dept.
Kennett Harris,	Jr Harris Adv. Agcy., New York, Partner	American Bankers As- sociation Journal, New York
Ray Baker	Localized Adv. Corp., Detroit, Treas	
	ng- Manufacturing Industries, New York,	Resigned



Within 50 Miles of Fifth Avenue—

it costs less per thousand copies to reach high quality readers through the advertising columns of The New York Times than through any other New York morning newspaper.

Advertisers in The Times reach a greater number of readers of high quality in the New York market than through any other newspaper, morning or evening.

The Times has a greater sale in the New York market daily than the total sale of any other newspaper of quality circulation.

Average daily net paid sale 370,000 copies, Sundays greatly in excess of 650,000.

All advertising subject to censorship.

The New York Times



Advertising • The NEWS DIGEST • Issue of Selling • The NEWS DIGEST • June 1, 1927



CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

GHANGESINA	GENCIES AN	DINEW ADVERTI	SING ACCOUNTS
	ress	Product	Now Advertising Through
Cluett, Peabody & Co., IncTro		& Underwear	The Carter Adv. Agey., New York
Ford Motor CompanyDetr	oit, Mich		.N. W. Ayer & Son, Philadelphia
		.Quiet May Oil Burner	Barton, Durstine & Osborn, Inc., New York
N. Fluegelman & Co., IncNew	York	.Rayola	The Lawrence Fertig Co., Inc., New York
The Federal Furniture Factories,	York	. Furniture	. The Paul Cornell Co., Inc., New York
Ponsell Floor Machine CoNew		. Floor Polishing Ma-	
Fenner Weedless Bait CoOxfo Honold Mfg. CoShet		.Fishing Tackle	
E. D. Etnyre & Co., Inc Oreg		nators	The Koch Co., Milwaukee
		Oil Distributors	The Clark Collard Co., Chicago E. P. Remington Adv. Agcy, Inc., Buffalo
*The Borden CoNew		Eagle Brand Con-	
The Children's Vehicle CorpEast		s.Toys	
The American Writing Paper Co. Holy The Marinello Co New			
The Frank E. Campbell Funeral Church		-	
Milestone Meter Systems, IncClev		, Pneumatic Gasoline	·
The Republic Box Co Clev		. Boxes	The John S. King Co., Inc., Cleveland The John S. King Co., Inc., Cleveland
The Stevens Metal Products Co. "Nile	s, Ohio	Steel Barrels and Drums	The John S. King Co., Inc., Cleveland
D. R. Sperry & Co Bata Waldes Koh-I-Noor, Inc Long New	r Island City	. Filter Presses	Ilurja-Johnson-Huwen, Inc., Chicago
		Fasteners	The Paul Cornell Co., Inc., New York
The Phenolic Products CoRock		Toilet Seats	George J. Kirkgasser & Co., Chicago
R. E. Funsten Co St. I Stokely Bros. & Co New	port, Tenn	. Canned Vegetables	The Chappelow Adv. Co., St. Louis
Tebelmann Baking Co St. The Crown Lock Co New			
The Stanley A. Morsbach Co Cine		. Electrical Refriger-	
The Leadite Co	adelphia		The Keelor & Stites Co., Cineinnati Foote & Morgan, Inc., New York
The Eiseman Magneto Corp Broo	klyn, N. Y	. Ignition Equipment	
The Peabody Engineering Corp. New The Jacobs Bros. Co., Inc Broo		Detecto Bathroom	
		Scales and Commercial Scales	Lawrence Fertig Co., Inc., New York
Chamber of CommerceMac	on, Ga	. Community Advertis-	Gottschaldt-Humphrey, Inc., Atlanta, Ga.
Moto-Service Elevator Co., Div. of			
Gager Lime Mfg. CoChat	tanooga, Tenn	.Building Materials	Gottschaldt-Humphrey, Inc., Atlanta, Ga. Gottschaldt-Humphrey, Inc., Atlanta, Ga. Gottschaldt-Humphrey, Inc., Atlanta, Ga.
Tucker Pharmacal CoNew		Pharmaceutical Prepar-	
Na-Dru-Co., Inc Buff	alo		Medical Adv. Service, New York DeForest Porter Adv. Service, Inc., Buffalo
			Trittenbach, Inc., Detroit Charles E. Vatrain, Associates, Holyoke
The Missouri State Life Insurance CoSt. I Day & Meyer, Murray & Young,	Louis	.Life Insurance	D'Arcy Adv. Co., St. Louis
IncNew			
Acme White Lead & Color Works. Detr Croome, Wallace & Co., Inc New			

*The H. K. McCann Company will continue to handle the advertising for Borden's evaporated milk and other products.



LEADERSHIP

RESPONSIBILITY

EVERY industry has its recognized leader. Its always the one outstanding name that means THE BEST—the best in product, in integrity, in organization and in business methods.

Leadership is not assumed. It settles on the shoulders of the organization fit to bear it. It is a responsibility—a necessity to keep out in front of the imitators that "follow the leader."

The name Chambersburg is quite naturally the first name that occurs to you when you think of hydraulic riveters. The reasons are obvious,

We have bulletins covering our entire line Or we will quote on your special requirements

CHAMBERSBURG

Chambersburg, Pa.













CHAMBERSBURG

"It weighs eighty-three tons Can we sell it by advertising?"

Our clients, the Chambersburg Engineering Company, of Chambersburg, Pall manufacture in units that stagger the imagination. Like the astronomers who measure distances not in miles but in "light-years," Chambersburg products are weighed by tons, not by pounds. The hydraulic riveter shown above tips the scales (trushes the scales) at eighty-three tons; it is thirty-two feet overall with a gap of twenty feet. And it will deliver a pressure of two hundred tons!

How many would you like to order?

Well, we don't expect to sell them in gross lots but by keeping constantly before the purchasers of this sort of machinery the well-told story of Chambersburg achievements we hope to sell perhaps two riveters where before only one was bought.

Perhaps your product "can't be advertised," eithe

Quers and Golden

GRAYBAR BUILDING
NEW YORK





Name

Advertising • The NEWS DIGEST • Issue of Selling • The NEWS DIGEST • June 1, 1927

Address

Now Advertising Through



CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS (Continued) Product

1 um e	Autess	rivanci	wow Auvernsing Intough
Potter Mfg. Co	.Chicago	.Steel Fire Escapes	. Hurja-Johnson-Huwen, Inc., Chicago
Vallen Electric Co	. Akron, Ohio		
		* *	Nesbitt Service Co., Cleveland, Ohio
		-	. Nesbitt Service Co., Cleveland, Ohio
Spin-O Corp	.Cleveland, Ohio	. Automobile Devices	.S. M. Masse Co., Cleveland, Ohio
	.Cleveland, Ohio	.Knitted Outerwear	. Kohorn Advertising Agcy., Cleveland, Ohio
Continuous Torque Transmission		F 1 m	
Co	.Cleveland, Ohio	. Ford Transmissions .	. Kohorn Advertisin g Agcy., Cleveland, Ohio
Biltmore Products, Inc			
			. H. A. Morse, Inc., New York
E. G. Washburn	. New York	. Metal Products	. H. A. Morse, Inc., New York
NEW A	DVERTISING AG	ENCIES AND SER	RVICES, ETC.
Agnes Carroll Hayward360 N	lo. Michigan Ave., Chi	cagoAdvertising	Agnes C. Hayward
Howard C. Wilson & Asso-			
ciates, Inc	ord, Conn	Advertising	Howard C. Wilson, H. M. Toppin, H. W. Hatch, Mary O. McMahon
D'Evelyn & WadsworthSan I	rancisco	Advertising	Norman F. D'Evelyn and Joseph H. Wadsworth

PUBLICATION CHANGES AND APPOINTMENTS
Price's Carpet & Rug News, New YorkName changed to Carpet & Rug News.
The Memphis Commercial Appeal and
Evening Appeal
Coal Age, New York
The Breeder's Gazette, Chicago
St. Paul Daily News

MISCELLANEOUS

The Percival K. Frowert Company, Inc New York Adv. Agey. Has opened a London office to be known as Percival K. Frowert, Ltd.
The Commercial Advertising Co., Portland, Ore
Cecil, Barreto & Cecil. Inc., Advertising

Name	Published by	Address	First Issue	Issuance	Page Type Size
Electricity on the Farm	.Case-Shepperd-Mann Publishing Corp	.225 W. 34th St., New York	July	Monthly	3¾ x 7

NEW PUBLICATIONS

CHANGES IN ADDRESSES

Advertising Agencies	and	Services,	Publications,	etc.
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Name	Business	From	Τo	
Critchfield & Co	Advertising	36 West 44th S	St., New York40 East	49th St., New York
Importers Guide	Publication	461 Eighth Ave	e., New York101 Wes	st 31st St., New York
Keech & Beck	\dots Advertising	1269 Broadway	, New York551 Fifth	h Ave., New York
C. J. Shower	Advertising	Printing Crafts	Bldg., Detroit .504 Free	Press Bldg., Detroit
The Southwestern Stockman		Las Cruces, Nev	w Mexico444 Firs El Paso	
Liberty (Pacific Coast Office)	Publication		Los Angeles820 Kohl	Bldg., San Francisco

NOW, LET'S TALK VACATIONS—PLUS

PLUS WHAT? A Pleasurable Vacation plus a Profitable Business Experience up in Colorado, in a land where it is possible to have both at very reasonable cost.

> To realize the Vacation-Business Combination: Go to Denver for the twenty-third annual convention of the International Advertising Association, June 26-29, where the organized advertising forces of the World will be assembled in serious study of ways and means to increase and sustain General Prosperity through Advertising, that mighty force which links Production with Distribution and builds good-will for institutions. Representatives from 300 Advertising Clubs in the United States and other nations and from 27 national organizations of advertising interests will participate in this Denver Convention—and YOU, regardless of what your business is, whether man or woman, or whether you belong to any advertising organization, are welcome to go, too. There will be three intensive days of Convention work, with Big Business Men on the program telling of the problems of the larger industrial fields and describing the place of advertising in their solution.

> Then the Vacation, the Days of Play, Come! You will be right on the spot to enjoy a vacation you ever will remember happily. You will be able to relax amid the Rockies, where cool nights call for warm wraps and log fires. A Swiss Chalet surrounded by piney barracks; a quaint old inn at the foot of a high mountain peak; an ultra-smart resort where you may dance and swim; wonderful trout fishing in the mountains; splendid winding roads to all mountain points; ponies to carry you over mountain trails; air laden with the fragrance of spruce; Estes Park, Pike's Peak, Garden of the Gods, Denver's Rocky Mountain Parks—all within easy reach. The West of Will James, of Zane Grey, of William MacLeod Raine is yours in Colorado. You may see a round-up; the champion steerthrower will perform for you, there are Indians-Easy to forget business and troubles with a Vacation like this.

> You will have this VACATION—PLUS at Denver if you are there June 26-29. The International Advertising Association wants you to be there—So do Denver citizens. They're planning elaborate entertainment for the visitors. Railroad rates will be extremely low. Denver has splendid hotel facilities.

DECIDE NOW Communicate at once with the Advertising Club in your city. It will be glad to tell you about the Convention, the Trip, the Tours, the Entertainment—yes, and to arrange for your hotel accommodations. Or you may get in touch with us directly.

> THE INTERNATIONAL ADVERTISING ASSOCIATION New York, N. Y. 420 Lexington Ave. Gilbert T. Hodges, General Chairman ~ On-to-Denver Committee

Read by More Than Four Out of Five Milwaukee Families!

Sweetheart Soap Finds Its Affinity in Milwaukee

SEVENTY-EIGHT brands of toilet soap are in general use in the prosperous Milwaukee trading area. But Sweetheart sales increased 35 per cent here during 1926. The Manhattan Soap Company achieved its remarkable record at one low advertising cost per sale by concentrating in The Milwaukee Journal exclusively.

In Greater Milwaukee 99.51 per cent of all families consume 9,500,000 bars of toilet soap annually—and they prefer the better known brands. Their consumption of products of every known kind in this area of stable buying power is creating new sales opportunities for advertisers in all lines.

Facts in the 1927 Consumer Analysis

Facts such as these—disclosing the buying habits of 142,000 families—are presented in the 1927 Consumer Analysis of the Greater Milwaukee market. The analysis,

based on questionnaires answered by 5,000 housewives, represents a true cross-section of this rich market. Much other valuable information that will assure a more profitable investment of your advertising dollars is disclosed.

SWEETHEAR

Volume I, covering Grocery and Tobacco products, and Volume IV, presenting the complete analysis, will be ready for the mails shortly. The other volumes are already available. Write for your copy of this helpful analysis on your business stationery.

Contents of the

1927 Consumer Analysis of the Greater Milwaukee Market

VOLUME I—Grocery and Tobacco Products.
VOLUME II—Radio and Musical Instruments.

VOLUME III—Electrical Appliances, Household Equipment, Buying Habits, Wearing Apparel.

VOLUME IV—A digest of material contained in Volumes I, II and III.

THE MILWAUKEE JOURNAL

More Than a Half Million Readers Throughout Wisconsin!

\$800,000 PAY

for a single magazine page advertisement?

. . . Some advertisers do!

ONSIDER two advertisers in the same field. The first invests \$8,000 in a single magazine page, which his agency fills with such skillful copy that the page interests the 2,600,000 readers of the magazine and influences their buying habits.

The second advertiser also invests \$8,000 in a page in the same magazine. But his agency prepares a dull and hard-to-read advertisement which interests only 26,000 readers. One one-hundredth as many as those who read the first advertiser's page.

Obviously, the second advertiser, with his mediocre copy, would be forced to buy 100 pages in order

to reach as many people as the first advertiser reached with I page. From the standpoint of value received, the second advertiser is paying \$800,000 for a page that costs the first advertiser \$8,000.

An exaggeration?—Perhaps. Yet not nearly as far-fetched as many complacent advertisers believe. For the day has long since passed when any advertisement gets a reading. Competition for reader attention has grown too strenuous.

Business executives, in choosing an agency, would do well to remember that they get no more circulation in a magazine or newspaper than their advertising is able to interest.

Joseph Richards Company, inc.

257 Park Avenue, New York City



This Market

HE Indianapolis Radius is the twothirds of Indiana directly influenced by Indianapolis—the metropolis of the state.

In this compact 70 mile radius are 2,000,000 prosperous people, unified by race, geography, transportation, language, mutual interest . . . every factor favorable to profitable selling!

Annual purchasing power, \$750,000,000. Get your full share of business in this rich market by properly co-ordinated sales and advertising effort.

This Medium

THE Indianapolis News is one of America's really great newspapers.

Its prestige covers every phase of newspaper activity—circulation leadership, advertising dominance, editorial pre-eminence.

The powerful influence of The News on its public makes it the logical choice of advertisers. Last year, 434 national advertisers (all non-medical) used The News exclusively in INDIANAPOLIS. You're always in good advertising company when you're in The NEWS.



The Indianapolis News

sells The Indianapolis Radius

FRANK T. CARROLL, Advertising Director

New York: DAN A. CARROLL 110 East 42nd St.

J. E. LUTZ Chicago:

The Tower Bldg.

Everybody's Business

By Floyd W. Parsons

Preventable Losses

WASTEFUL world will soon be depending upon its scap heap for essential supplies. With population totals being compounded at the rate of 1 per cent or more a year, it is already evident that we must perpetuate our existence through chemical synthesis. While the present generation may not see atomic energy employed widely as an industrial raw material, there is no doubt that the near future will disclose synthetic rubber made from petrolcum or some other cheap source such as the soy hean. Wood will be so valuable in the hands of the chemist that we will stop burning it for fuel, thereby increasing the market for coal a hundred million tons a year. Artificial stone, or other composition material will be cheaper and no less durable than natural rock, and the furnishings of our homes

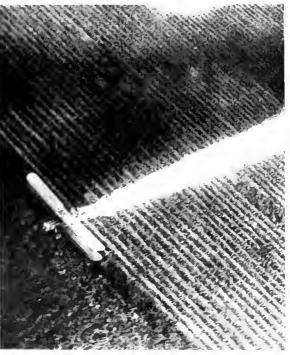
will be made largely of bakelite, artificial leather and artificial silk.

Tens of millions of dollars will be saved yearly by substituting non-corroding metal alloys for copper, lead, zinc, tin and antimony. Furniture that is fireproof and resistant to decay will be made out of resinoids and other wood derivatives just as rayon, celluloid and artificial leather are now made.

And such developments are of today—not the distant future. It was only 25 years ago when a million acres in India were devoted entirely to the growing of indigo. Now the natural product supplies only 1 per cent of the world's demand. Furthermore, the chemist is actually improving upon nature. Synthetic products like procaine have practically all the virtues of the natural drug and fewer of its deleterious effects. Man's substitute for cocaine is not habit-forming, is cheaper and is less toxic.

It is these advances in the great field of chemistry that have turned our thoughts to the tremendous losses occurring on all sides. Taking business as a whole, the present ratio of waste is no less than 50 per cent. That is, our annual loss now amounts to more than 20,000,000 man-power. A half-ton of coal is left in the ground practically irrecoverable for every ton mined and sold. A like story might be told of oil, natural gas, lumber, metals, and even of animal life, particularly our fisheries. While it would be absurd to say that we can eliminate these losses entirely, we have a long way to go before we have cut out the waste that the technical arts already know how to prevent.

On the side of progress one might mention the



Couriesy Crop Improvement Bureau

Fighting the Boll Weevil from the Air

millions of dollars saved by revisions of obsolete building codes; the 20 per cent increase in the ton-miles of freight handled per railroad employee; the improvements in shoe manufacture that allow the worker who produced 100 pairs of shoes 13 years ago now to turn out 117 pairs in the same working time: the revolution in automobile manufacture that enables the worker to produce three cars where he only produced one; and the betterment in the cement industry that gives us 158 tons where we only got 100 tons before. There is even reason to believe that the terrific waste of the recurring business cycle has been lessened materially by our having made the dips in the business curve less frequent and less severe.

In simplification the results have been most encouraging. A chain system of drug stores cut its variety of commodities from

20,000 to 10,000, increasing the volume of business 40 per cent and the turnover of stock 70 per cent, while at the same time decreasing investment and inventory. A company operating hotels made a tremendous reduction in glassware styles, carpet designs, patterns of table linen and dozens of other articles in common use and the outcome was an added profit of approximately \$100,000 a year. A food manufacturer doubled his sales by cutting his varieties in half. A shoe company reduced production costs 31 per cent, overhead 28 per cent and inventories 26 per cent when it reduced from three grades to one and from 2.500 styles to 190. A similar story comes from a hat manufacturer who effected a 40 per cent saving in cost by cutting his models from 3,412 to less than 600. Such facts explain how wages and profits can go up in some fields while prices have gone down.

But eventually there comes an end to the savings resulting from any special type of effort. When the slack has been taken up and the most obvious faults corrected, the increase in savings are sure to be at a far lower rate. It required only a few years to reduce the average consumption of coal per kilowatt-hour in electrical generating plants to a third of what it was. But it would be folly to assume that such immense economies will continue unabated. In order to maintain our advance we must be forever directing our attention to opportunities in new quarters.

Our national bonfire costs us \$600,000,000 annually, and more American lives have been lost through fives since the World War ended than were lost in the war

[CONTINUED ON PAGE 66]



Ahead of The Crowd

J. C. Penney, Chairman, Board of

"Every town with a newspaper affords suf-

ficient local news to make the local paper important, regardless of the overlapping

circulation of the larger papers in that community. It gets a closer reading. It is looked upon to carry the story of the local merchant

or of the national establishment serving the

local public through local concerns."

Directors, Penney Stores, says:

Keep ahead of the crowd. Get into the newly-discovered market, the Small Town

and Farm market. Sales resistance is absent in the Small Town and Farm market.

Follow it. It is a hungry market, a buying market.

The Small Town and Farm

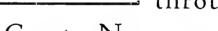
families are better buyers because of the vast void which still exists in their possession

of innumerable goods.

Introduce your goods to this market through the

Country Newspaper.

Use any or all of the 6800 selected Country News-papers represented by





122 So. Michigan Avenue CHICAGO 225 West 39th Street New York City

68 West Adams Avenue DETROIT



WHAT

is a Good Meal to You?

Steak and mushrooms, turkey and cranberry sauce, baked ham and sweet potatoes—every mother's son has his own idea of what a good meal should be.

But he doesn't want to eat that same meal every day. He wants variety; he needs variety; and it is his wife's business to see that he gets variety.

Women plan meals, day in and day out, week in and week out, year after year—more than a billion meals a year are prepared in Good Housekeeping homes. But these are not ordinary meals, they are *good* meals—steak and mushrooms or something you like better.

Most men do not plan meals. If they did they would understand better the interest attached to Good Housekeeping's cookery pages. Some men do understand, for it is men who place more food advertising in Good Housekeeping than in any other woman's magazine.

Recipes, of course, are the usual thing in women's magazines. But the general feeling is that Good Housekeeping is the first authority in matters culinary. And you can check that by asking any woman whose meals have delighted you.

GOOD HOUSEKEEPING

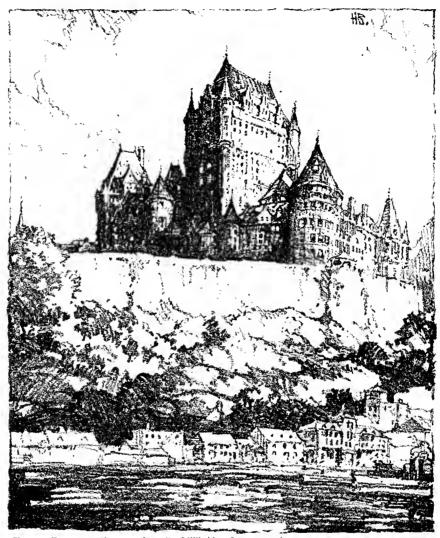
Boston

CHICAG0

New York

SAN FRANCISCO

"To rise above mediocrity ~~ requires enthusiasm and a determination not to be satisfied with anything short of one's ideals." ~RR: Updegraff



Chateau Frontenac, Courtesy Ray D. Lillibridge Incorporated

TRULY unusual is the service offered by Gotham, for rarely can the publisher or advertiser find in one establishment experts in every branch of engraving and its allied arts. Gotham through its associated companies offers this convenient and efficient service to you every hour of the day and night with unfailing adherence to your specifications of workmanship and time of delivery.

Gotham Photo-Engraving

229 West 28th Street Telephone Longacre 3595

New York, N.Y.

The Dealer Wonders What It's All About

ON'T blame the dealer it he reads with a skeptical eye much of the written selling pressure that is brought to bear upon him.

When he sees various companies each soliciting his business with cries of "quality and service"—

When 'most every appeal in trade papers and direct advertising screams at him in terms of tremendous "profit possibilities"

When he is continually told about the proverbial "tinkle of the cash register bell" and of the powerful consumer advertising that is being released for his good –

When he hears and reads these things, not once but hundreds of times, and then finds himself only a few dollars ahead of last year, he naturally wonders what it's all about.

And the more he wonders, the more difficult he becomes to sell, and the less efficient he becomes as a distributing agent.

Yet he can be reached, though the method is not as simple as it once was. The mere fact that the "usual line" no longer registers on him indicates the need for unusual methods, a more thorough understanding of him and his problems and the employment of a specialized knowledge to cause him to buy and resell. He must be cultivated as intensively and as skilfully as the consumer is cultivated.

The book, "The Third Ingredient in Selling," discusses the "ways and means" that form the basis of our cooperation with many leading national advertisers and their advertising agencies in assisting them with their dealer problems. May we send you a copy?

James F. Newcomb & Co. inc.

Direct Advertising

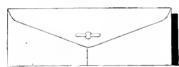
Merchandising Counsel

330 SEVENTH AVENUE, NEW YORK, N. Y.

Telephone PENnsylvania 7200

Your third-class mail needs a first-class envelope





The Improved Columbian Clasp Envelope is made of tough, strong, hard-to-tear paper. The clasp is malleable, doesn't break off after three or four bendings. The metal tongues adwars line up with the flap-punch.



The name, Improved Columbian Clasp, and the size number are always printed on the lower flap

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes

SPRINGFIELD, MASSACHUSETTS

With fourteen manufacturing divisions covering the country

THE third class mail is more roughly handled than either first or second class.

The catalog or booklet that gets broken in the mail seldom survives to bring back orders to its sender.

If it survives at all, it probably finds the waste basket in a hurry.

The best protection you can give your catalog or booklet is to use an Improved Columbian Clasp Envelope, an envelope of strong, tough paper, with seams that hold tight.

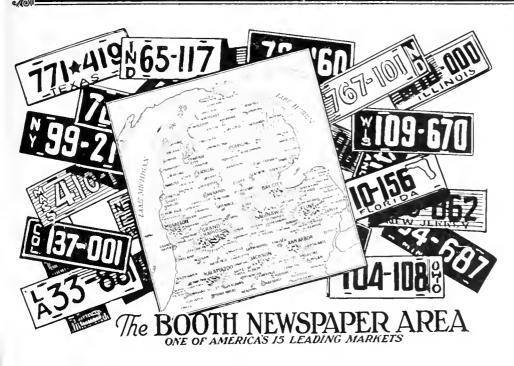
You cannot find anything better in a stock "catalog envelope" than the Improved Columbian Clasp. The paper is tough, the malleable steel clasp is strongly anchored at four points, the flap is reinforced where the prongs pass through.

You can get the size you want right from the printer's or stationer's stock. No annoying delays. No need to pay the entire cost of having it made specially.

There are 31 stock sizes in all—small as a business card—big enough to carry an 11 x 14" catalog—complete range in between.

If your regular stationer or printer doesn't stock improved Columbian Clasps, write us.

COLUMBIAN CLASP ENVELOPES



\$250,000,000 Extra Business **During Summer Months**

In the Booth Newspaper Area summer means added activity. Tourists, resorters, and vacationists bring an added quarter of a billion dollars and a great increase in population.

Retail business reaches its peak in July and August in The Nation's Playground for many lines. It will pay to keep schedules running right through the warm months in The Booth Newspaper Area. This greatly augmented market can be economically covered by The Booth Newspapers with a net paid evening circulation of over 260,000.

1,254,000 Population 3,699 Grocery Stores 660 Drug Stores 741 Hardware Stores

1,122 Dry Goods Stores

LOCATED IN

The Booth Newspaper Area Write any Booth newspaper for a copy of

"The Michigan Market"

Grand Rapids Press Flint Daily Journal

Kalamazoo Gazette

Saginaw News Courier Jackson Citizen Patriot **Bay City Times Tribune** Muskegon Chronicle Ann Arbor Times News

A. KLEIN, Eastern Representative, 50 East 42nd St., NEW YORK.

THE BOOTH PUBLISHING CO.

J. E. LUTZ, Western Representative 6 North Michigan Ave., CHICAGO.



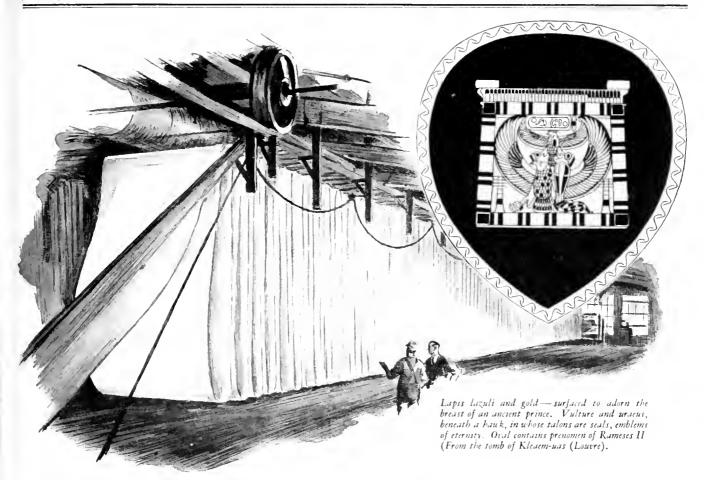
Carried more total PAID ADVERTISING than any other... newspaper in 9 Portlandby 15,848 lines!



BENJAMIN & KENTNOR COMPANY "Special Representatives
CHICAGO
Lake State B'k Bldg.

NEW YORK
LOS ANGELES
401 Van Nuys Bldg.
SAN FRANCISCO
58 Sutter Street
1524 Chestnut Street

2127



BEAUTIFUL SURFACES

In printing, as in all other arts, success depends upon the perfection of a surface.

Our ideas may be brilliant, your copy persuasive, your engraver's proofs gorgeous, and the costly gathering of names through advertising may be successful; but if the sheets of paper on which you print your message are not beautifully surfaced, to adorn and hold the detail—then the whole thing goes blah!

The first essential—the very foundation—of good printing is coated (surfaced) paper. Coated Paper perfects the minutiae of halftones and color plates, and has a feel and appearance that makes reading a pleasure.

One of the world's largest producers of Coated Papers are the Cantine mills, which for forty years have been devoted to coated papers exclusively. From Cantine specialization, experience and facilities come dependable quality with economical production and ideal service. In the Cantine Sample Book you will find colors, weights, grades and sizes for every need.

Cantine jobbers service the country with quick deliveries. Write for nearest address, sample book, and details of our Prize Awards for outstanding skill in advertising and printing.

THE MARTIN CANTINE COMPANY, Saugerties, N. Y. (Address Dept. 338)

New York Office, 501 Fifth Avenue

Cantine's

COATED

CANFOLD

SUPPREME FOLDING
AND PRINTING GUALITY

Ashokan

Esopus

VELVETONE

LITHO C.1 S.

ZANESVILLE

and 36 other American Communities

ANNOUNCING THE RESULTS OF A HOUSE-TO-HOUSE CANVASS OF 11,232 HOMES IN 37 COMMUNITIES, FOR THE PURPOSE OF STUDYING THE USE AND OWNERSHIP OF VARIOUS COMMODITIES

AN independent statistical organization, R. O. Eastman, Inc., has completed a survey, the purpose of which was to make an analysis of the average American home—

How it lives How it works and plays What it eats Where it spends its money

The answer to these questions is part of the solution of the problem of marketing. The results of the survey have not hitherto been published.

This is not an investigation of Literary Digest circulation but of the homes in a community as they were found, and no special interest of The Digest was permitted to influence in any way the conduct of the survey.

Trained investigators obtained interviews at 11,232 homes in 37 communities in all parts of the country.

One of these communities was Zanesville, Ohio, which was selected as a representative city in which to visit every home, in order to obtain for the first time market information covering an entire community. The facts about the use and ownership of many commodities were obtained in more than 68.4% of the homes in Zanesville. In the 36 other communities sufficient numbers of homes were visited to afford a national basis of comparison with the local statistics obtained in Zanesville.

*

The survey confirms the important principle that the distribution of residence telephones is a reliable index to the market for advertised commodities. It shows, for example, that

71% of the families using package cereals have telephones.

80% of radios are owned by telephone homes.

70% of automobiles are owned by telephone homes.

90% of families owning 2 automobiles have telephones.

A 190-page volume containing extensive tables and charts developed by the survey is soon to be issued.

The <u>Jiterary Digest</u>

BOSTON Park Square Bldg. CLEVELAND Union Trust Bldg. ADVERTISING OFFICES NEW YORK 354 360 Fourth Ave.

DETROIT General Motors Bldg. CHICAGO Peoples Gas Bldg.

When the Sales Manager visits Boston—

a de la constant de l

SOME sales managers keep a weather eye constantly on the Boston territory.

"This is a difficult market," the local distributor explains in response to inquiries, "difficult to sell, difficult to advertise in."

So the sales manager decides to go and see for himself. What does he find?

In the Boston territory, within a 12-mile radius of City Hall, live 1,567,000 people, the greatest concentration of people in New England. Within this 12-mile area is the greatest concentration of grocery, hardware, drug, dry goods and furniture stores, auto dealers and garages.

Here the Clearing House Parcel Delivery, jointly employed by Boston's department stores, confines its deliveries entirely to this 12-mile area. And 74 per cent of all deliveries by these same stores are made in this area. A clearly defined market.

To cover this key market successfully requires an advertising medium whose circulation in large part parallels this 12-mile Parcel Delivery'Area. The Globe fills this need exactly. Here the Globe has the largest Sunday circulation of any Boston newspaper, while the circulation of the Daily Globe exceeds that of Sunday. Uniform seven-day concentration!

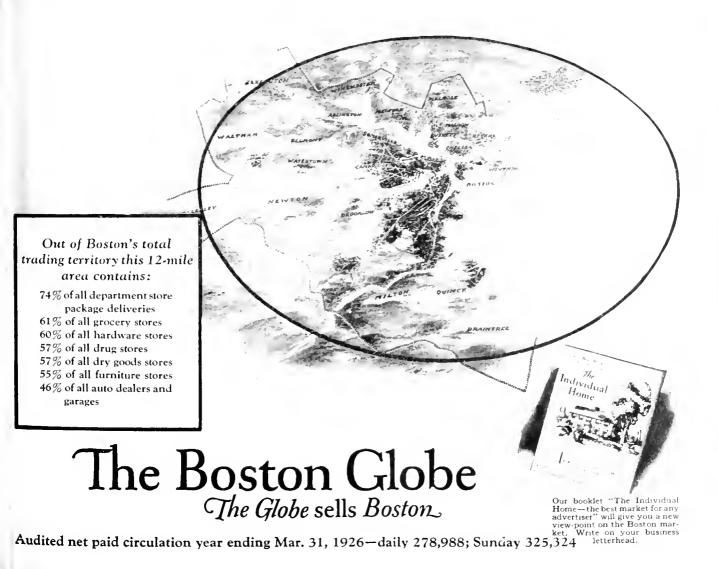
Boston's keenest merchandisers—the

department stores—recognize the Globe's dominating position in this market by using more space in the Daily Globe than in any other daily paper. And the Sunday Globe carries as much department store advertising as the other three Sunday newspapers combined!

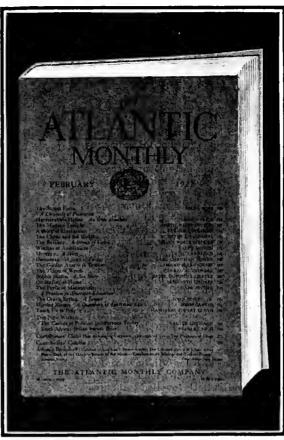
WHAT are the reasons for this leadership? The Globe, making no appeal to race, creed or political affiliation, enjoys the whole-hearted support of all classes.

In general news, editorials and sports, the Globe's independence has won the approval of men. And its widely-known Household Department makes the Globe the daily counsellor and guide of New England women.

To put your advertising message before the people who make up Boston's Key Market you must use the Globe first.









12 Points of Distinction in The Atlantic Monthly

BID \$2.00—ASKED \$4.00 PAR 40c.

Professor W. Z. Ripley's first article in The Atlantic Monthly resulted in early exhaustion of that issue. So great was the continued demand that non-subscribers bid as high as \$2.00 for single copies. Some sales between readers were reported at \$4.00 each.

Since that editorial achievement circulation has climbed by leaps and bounds, augmented by the recent Marshall-Smith articles, which commanded international interest.

PUBLICATION OF MORE THAN 185,000 COPIES

Of the May issue gives an unparalleled advertising value at rates still based on 110,000 Net Paid (ABC).

Buy on a Rising Tide!

THE ATLANTIC MONTHLY

A Quality Group Magazine

8 Arlington Street

Boston, Mass.

Advertising & Selling

VOLUME NINE—NUMBER FOUR

June 15, 1927

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Courtesy Wallace C. Richardson, In-

NTIL recently the average farmer threw all his profits into the acquisition of new land. This explains why many of them, though possessing impressive acreage, lived with a Spartan-like simplicity. In the lead article, "Getting the Farm Business Today," John Allen Murphy informs us that it is far different at present. The farmer has acquired a broader and more urban outlook, and is investing his ample earnings in the improvement of his domestic and personal life. Thus the country districts, Mr. Murphy shows, have become a Mecca for many manufacturers who, not so long ago, entirely ignored the farm as a market.

M. C. ROBBINS, PRESIDENT

J. H. MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Caledonia 9770

NEW YORK: F. K. KRETSCHMAR CHESTER L. RICE CHICAGO: JUSTIN F. BARBOUR Peoples Gas Bldg.; Wabash 4000

New Oaleans: H. H. MARSH Mandeville, Louisiana

CLEVELAND:
A. E. LINDQUIST
405 Swetland Bldg.; Superior 1817

LONPON: 66 and 67 Shoe Lane, E. C. 4 Telephone Holborn 1900

Subscription Prices: U. S. A. \$3.00 a year. Canada \$3.50 a year. Foreign \$4.00 a year. 15 cents a copy Through purchase of Advertising and Selling, this publication absorbed Profitable Advertising, Advertising News, Selling Magazine. The Business World, Trade Journal Advertiser and The Publishers Guide. Industrial Selling absorbed 1925.

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OFFICIAL WASHINGTON presses a button, opening a theatre in New York or a power plant in Colorado. Similarly you can set in motion the machinery of advertising in any or every part of the country.

There is a McCann Company office within easy reach of your headquarters. Make connection through it with the McCann system. You will find a nation-wide circuit, all set up, which provides that accurate, direct and personal control of local contacts so necessary to the successful marketing of nationally advertised products. National advertising requires a "National" agency.



THE H.K.M°CANN COMPANY Advertising

New York Chicago CLEVELAND LOS ANGELES SEATTLE MONTREAL Denver Toronto

San Francisco



JUNE 15, 1927

Advertising & Selling

FREDERICK C. KENDALL, Editor

Contributing Editors: Earnest Elmo Calkins Robert R. Updegraff Marsh K. Powers Charles Austin Bates Floyd W. Parsons Kenneth M. Goode G. Lynn Sumner Ray Gile: N. S. Greensfelder James M. Campbell Frank Hough, e-Associate Editor



Getting Farm Business Today

Farm Women Are Becoming More Important Buyers: How to Reach Them

By John Allen Murphy

"Is the farm market coming back?" is a question which we are hearing with increasing frequency in recent months. Many advertisers who have been out of the farm market for several years, or who have been cultivating it only half-heartedly, are wondering if it is

not time for them to begin mending their badly crumpled rural fences.

Of course, the answer to the question is that the farm market is not coming back for the simple reason that it has never gone. It has been here right along, willing to surrender its accustomed yield to any advertiser who gave it sufficient attention. Those advertisers who did cultivate it consistently, such as the motor car and tire manufacturers, the makers of oil stoves and the manufacturers of water, electric and gas systems, have found the farmer of today just as good a buyer as he ever was.

Who is advertising to the farmer today? Naturally enough, those oldtime agricultural advertisers whose principal market is rural are well represented in farm publications, advertisers such as the Delco-Light Company, the De Laval Separator Company, the International Harvester Company, John Deere, the American Fork & Hoe Company, etc.



ON the average farm the wife is the farmer's partner. She helps him directly in the enterprise and naturally feels that she is entitled to her share of the proceeds. Thus she has had a direct influence in the modernization of farm living. She has become a valuable market for the manufacturer who can give her the better things of life which she is seeking today along with the more luxuriously inclined woman of the city

In addition a number of other advertisers will be found who are beginning to cultivate the farm field in a serious way. Of this type, there are, for instance, Bemis Bro. Bag Company, Mexican-American Hat Company, Harley-Davidson Motorcycles, the Standard Sanitary Mfg. Com-

pany, Three-in-One Oil Company, and the like.

An industry that is advertising on a tremendous scale in the farm press is the cooking stove business. Huenefeld Company, National Enameling & Stamping Company, Inc., American Gas Machine Company, Inc., the Perfection Stove Company. Florence Stove Company, the Coleman Lamp & Stove Company, and the Malleab'e Iron Range Company are advertising with generous space. At least a half dozen large companies are telling the farmer why he should install their water systems. Most of the large motor car manufacturers are putting a fair percentage of their appropriations into the agricultural field. With few exceptions all of the tire advertisers and oil advertisers are making elaborate appeals to the farmer. The manufacturers of radio sets have found the rural buyer very responsive. In season, practically all the advertisers in this field may be found in at least some of the farm papers.

But perhaps the most surprising development in rural marketing is the increasing number of advertisers who are making their appeal directly to farm women. Today we find manufacturers courting farm women quite openly and frankly. All sorts of things to make the farm home more livable and the work of farm women easier are being offered. Old Dutch Cleanser, Barker garden machinery, Mohawk rugs, Savory kitchen ware, Armstrong's linoleum and Viko aluminum ware are samples of the type of products that at present are being advertised to the feminine members of the farm household. There always have been, of course, some advertisers who recognized the farmer's wife, sister and daughter as having a voice in determining what should be bought; but most advertisers directed their copy

to the masculine head of the farm family, figuring that in the long run he was the only one that had to be sold.

Another interesting trend in farm advertising is the large number of food advertisers that are taking space in the agricultural press. In this group will be found such seasoned advertisers as the Borden Company, Mother's Oats Company, Cream of Wheat Company, Davis Baking Powder Company, Royal Baking Powder Company, the Jell-O Company, Postum Cereal Co., Wash[CONTINUED ON PAGE 44]

What Is the Paid-for Testimonial Worth?

By Earnest Elmo Calkins

TEVERAL times lately I have been asked what I think of the paid testimonial. I have re $oldsymbol{\mathcal{J}}$ plied from the depth of my conviction that I consider it a dishonest device, of doubtful value as advertising, and unquestionably detrimental to that confidence on the part of the public which advertising strives to maintain. In order to make my position sufficiently clear I will say that I consider the sincere, honest, unbought and unsought testimonial as exceptionally good advertising ma-Just what the code of ethics is of the actresses, sportsmen and society ladies who will prostitute their good faith by selling their endorsement of any article, I do not know, but I believe that agencies which use such testimonials in their advertising, and advertisers who allow or urge them to do it, are creating a cynical and incredulous point of view on the part of the public, especially since so much publicity is now being given to the way that these testimonials are obtained. I recommend this matter to the attention of the Better Business Bureau.

If Captain Charles Lindbergh maintains his present fine attitude toward self-seeking advertisers who wish to buy his name and fame, as I have no doubt he will, it will be a triumph for both advertising and human nature, especially since we have examples in Captain Lindbergh's own spontaneous and sincere endorsements of the legitimate testimonial which is priceless. Anyone who has read the accounts of his published utterances—and who has not?—must know how enthusiastically he has spoken of the earth inductor and the whirlwind motor. There you have the testimonial at its best. There you have a man whose life depended for hours on two devices, and who caps his successful adventure with his frank and disinterested endorsement of them. The manufacturers of both these devices are entitled to get all of the advertising out of these testimonials that they can. They are undoubtedly genuine. But what would it mean if Lindbergh could be persuaded for a consideration to endorse, for the mere sake of utilizing the publicity he has won, numerous articles about which he has no conviction and with which presumably he has had no experience? It is even possible for this absurd traffic in endorsement by well known people to be carried so far that a producer of champagne might try to buy Lindbergh's testimonial in spite of the publicity that has been given to the fact that he does not drink champagne. Such a thing would certainly not be any funnier than having Will Rogers write advertisements for a cigarette. It is possible, though not quite so probable, that a bought endorsement may be genuine; that the person who is paid for endorsing the article might really believe that it is good, but faith in that condition has been well nigh destroyed by the announcement of Famous Names, Inc., that they can secure a signed testimonial of almost any prominent actor, actress, cinema star, society lady or sportsman for any article, couched in any words that the advertiser sees fit. That mere announcement should be enough to warn advertising men to let this form of advertising severely alone. Even if it were more honest than it appears to be, the fact that it has become an organized business has resulted in this device being used so much that its original effectiveness is greatly weakened. But isn't it fine in this day that there is at least one American who can create by his deeds publicity in unmeasured volume without seeking to sully or tarnish that fame by turning it into dollars by so sordid a device as endorsing products to order?

Wanted—A National Audit of Lineage Figures

By S. E. Conybeare

President Association of National Advertisers

TAS the time come for a national audit of advertising lineage and setting up a completely defined standard of what constitutes various classifications of lineage for purposes of compari-

This is a question which many national advertisers are asking while they are listening, perforce, to solicitations on lineage figures from representatives of various newspapers, and straining to form some sort of intelligent idea as to the relative advertising position of certain papers in certain cities, out of the wealth of figures shot at them.

Those advertisers who take the time and trouble to go into the subject of how they are spending their money in newspapers have come to realize that there is often a "nigger" in the woodpile of advertising lineage. When they start to make a comparison of national lineage figures

in certain cities they discover a discrepancy between the figures of one newspaper and the figures of another; and, then, when they dig a little deeper and uncover the basis on which some newspapers develop lineage figures in the way of special rates to department stores and other local advertisers, doubts about the value of considering lineage figures at all as a means of judging a newspaper creep in. It is true that in certain cities newspapers have cooperated to set up some sort of standard of classification, and arranged to have their lineage figures audited by an outside concern. Naturally, the advertiser regards information presented on such a basis as of greater value. But, in the main, the great discrepancy existing between the methods employed by newspapers in their lineage classification in various cities is such that a real impulse for jof proper classifications.



the advertiser to throw in the sponge and buy advertising on the basis of "hunch" and hearsay is born within

That publishers are seriously concerned over this situation is indicated in a letter which the writer received from the representative of one of the largest newspapers in the country. This publisher states that the time has come for the newspapers to classify advertising lineage. He

"The increasing use of comparative lineages on different classifications as a method of solicitation for newspapers, and the frequent misuse of such figures, has come to such a point that a national bureau for auditing and classifying advertising lineage would seem to be a necessity. In the first place the method of classifying accounts varies in practically every city, particularly in what constitutes 'national' advertising. The local stores, too, often fail

"The way the thing is handled now by local organizations makes it possible for an unethical paper to re-group advertisers, adding this one and excluding that one, so that most any paper can figure out a lead in most any classification. Many papers, generally the weaker ones, employ large forces of high-pressure solicitors for 'special pages and editions.' This is usually a card form of advertising placed in return for a free reading notice, or merely to get rid of the solicitor. A surprising percentage is never paid for.

"A paper here in town last year ran well over 1,000,000 lines of this type of advertising which of course is not to be compared in the same breath with the kind of copy that is designed to draw a customer into a store, and yet most of it is measured as 'national' adver-tising and is used in solicitations as representing advertising patronage. Of course, if a publisher can get paid for this advertising it is all perfeetly legitimate, but it should be classified as special and not used as an indication of strength of appeal.

"If there could be established as an adjunct to the A. B. C. an Audit Bureau of Net Paid and Properly Classified Advertising Lineage it would be a great thing not only for the advertising managers and media departments of agencies but for the newspapers themselves who are trying to operate along ethical lines.

"The biggest problem would be the establishment of a force large enough to take care of the daily measurement of all the papers in probably about fifty of the larger cities where competitive conditions exist. Possibly two hundred newspapers would be involved.

"Inasmuch as between \$15,000 and \$20,000 in a year is spent in this city for the maintenance of a local Measuring Bureau and proportionate amounts in other cities, it would seem that the funds necessary for such an undertaking could be raised by simply diverting them from the numerous bureaus now operating.

"I understand that there is an efficient organization called the Audit Record Company, located in Chicago, which now measures the newspaper lineage of a number of cities besides Chicago. Perhaps a company of this

[CONTINUED ON PAGE 58]

My Life in Advertising—II

How I Got My Start In Advertising

The Second Installment of an Unusual Advertising Autobiography

By Claude C. Hopkins

Y contact with Mr. M. R. Bis- by John E. Powers, Powers was sell, president of the Bissell LCarpet Sweeper Company, led to frequent contacts. Soon we entered the cold-weather season, when my duties became heavy.

"I hear you are working hard," Mr. Bissell said to me one day.

I replied, "I should work hard, for I have so many easy months."

He insisted on the details, and he learned that I was leaving my office at two o'clock in the morning and appearing again at eight. Like all big men whom I have known, he was a tremendous worker. He had always done the average work of three men. So the hours that I kept gave him interest in me, and he urged me to join his office force.

In the early stages of our careers, none can judge us by results. The shallow men judge us by likings, but they are not men to tie to. The real men judge us by our love of work. the basis of their success. They employ us for work, and our capacity for work counts above all else.

I started with the Bissell Carpet Sweeper Company in February as assistant bookkeeper at \$40 a month. By November I had advanced to \$75. I was head bookkeeper then, and my position offered no chance to go farther.

I began to reason in this way: A bookkeeper is an expense. In every business expenses are kept down. I could never be worth more than any other man who could do the work I did. The hig salaries were paid to salesmen; to the men who brought in orders, or to the men in the factory who reduced the costs. They showed profits, and they could command a reasonable share of those profits. I saw the difference between the profit-earning and the expense side of a business, and I resolved to graduate from the debit class.

Just at that time, Mr. Charles B. Judd, our manager, brought to our accounting office a paniphlet written

then the dean of advertising, which meant really a wet nurse. Advertising was then in its infancy. He had been advertising writer for John Wanamaker in Philadelphia, and there he created a new conception of advertising. He told the truth, but told it in a rugged and fascinating way. Wanamaker paid him \$12,000 a year, which in those days was considered a fabulous salary. He had become the model and ideal of all men who had advertising ambitions. And so, in some respects, today. The principles for which John Powers stood are still among our advertising fundamentals.

John Powers had left Wanamaker's and gone out for himself. The Bissell Company's Eastern manager, Thomas W. Williams, was one of his great admirers. Through him I heard a great deal of Powers and his dramatic advertising.

NE incident which I remember occurred in Pittsburgh. A clothing concern was on the verge of bankruptcy. They called in Powers, and he immediately measured up the situation. He said, "There is only one way out. Tell the truth. Tell the people that you are bankrupt, and that your only way to salvation lies through large and immediate sales."

The clothing dealers argued that such an announcement would bring every creditor to their doors. But Powers said, "No matter. Either tell the truth or 1 quit."

Their next day's ad read something like this: "We are bankrupt. We owe \$125,000, more than we can pay. This announcement will bring our creditors down on our necks. But if you come and buy tomorrow we shall have the money to meet them. If not, we go to the wall. These are the prices we are quoting to meet this situation.'

Truth was then such a rarity in advertising that this announcement

created a sensation. People flocked by the thousands to buy, and the store was saved.

Another time he was asked to advertise mackintoshes which could not be disposed of.

"What is the matter with them?" Powers asked.

The buyer replied, "Between you and me they are rotten. That is nothing, of course, to say in the advertising, but it is true.'

The next day came an ad stating, "We have I200 rotten mackintoshes. They are almost worthless, but still worth the price we ask. Come and see them. If you find them worth the price we ask, then buy.'

The buyer rushed up to Powers, ready for a fight. "What do you mean by advertising that our mackintoshes are rotten?" he cried. "How can we ever hope to sell them?"

"That is just what you told me," said Powers. "I am simply telling people the truth." Before the buyer had a chance to calm down every mackintosh was sold.

Such escapades had made John E. Powers a sensation. It was then, at the height of his fame, that he submitted a pamphlet to the Bissell Carpet Sweeper Company, by request of Mr. Williams. It was written on butcher paper. One of ideas was that manner Powers' should never becloud matter. I well remember the first sentence-"A carpet sweeper, if you get the right one-you might as well go without matches."

BUT he knew nothing about car-pet sweepers. He had given no study to our trade situation. knew none of our problems. never gave one moment to studying a woman's possible wish for a carpet sweeper.

I said to Mr. Judd, "That cannot sell carpet sweepers. There is not one word in that pamphlet which will

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How Direct Selling Firms Recruit Their Sales Forces

By W. L. White

UCH has been said within the last two three years concerning house-to-house selling; much literature has appeared giving diversified opinions about this method of direct distribution, but few facts have been produced to support these opinions. A survey recently completed presents some pertinent results for those interested or affected by this method of distribu-

Current issues of five magazines edited nouse-to-house salesmen ontain 824 display adertisements and 1011 lassified advertisements, practically all of which and been inserted for the urpose of securing nouse-to-house salesmen r agents. Many adverisers used both display and classified space. Many of them used two or more of the five magazines. Several advertisements of he same type of product,

ome of related products, or totally inrelated products appearing over he same address but under different orporate names.

There was a tendency toward conentration among certain states, ust as there seemed to be a similar oncentration among cities within ach state. The three leading cities cated in different states had, oughly, fifty per cent of the total umber of advertisers. Chicago led ith 198, followed by New York City ith 150, and Cincinnati with eightyiree. These three cities represent the important sources of house-toouse selling campaigns.

Cities in which ten or more househouse selling organizations are cated include:

Chicago, Ill., 198; New York, Y., 150; Cincinnati, Ohio, 83; eveland, Ohio, 29; St. Louis, Mo., 29;



Courtesy Electrical Merchandising

Newark, N. J., 15; Minneapolis, Minn., 14; Boston, Mass., 13; Brooklyn, N. Y., 12; Dayton, Ohio, 11; Baltimore, Md., 10; Milwaukee, Wis., 10; Indianapolis, Ind., 10; Philadelphia, Pa., 10.

THESE 824 advertisements pre-L sented 182 products for sale, which included as wide a varietyvalve caps, men's suits, ironing board covers, hosiery, fountain pens, fire extinguishers, bookkeeping instruction, women's hats, razors, and umbrellas. The list included articles sold for a relatively high price, such as men's suits, rugs, and radio sets. On the other hand, there were several articles which retailed at only a few cents a unit, such as valve caps, paring knives, faucet filters, greeting cards, and fuse plugs. Although some of the articles, such as vending machines, advertising specialties, and office equipment were to be sold to business houses or retail stores, most of the products over ninety per cent were consumers' goods and were to be sold directly to members of the household.

Articles advertised by companies selling House-to-House included: Clothing and accessories, 318; men's clothing and accessories, 185; men and women's clothing and accessories. 78; women's clothing, 50; children's clothing, 5; automobile specialties, 193; household furnishings and supplies, 98; kitchen utensils, 82; specialties and miscellaneous, 58; toilet goods, 32; jewelry, 29; advertising specialties, 23; office equipment, 18; books. 10; food products, 9.

Buying habits and tendencies must be considered by the manufacturer who sells from house to house. These are unstable. The same individual may purchase the same type of product

through different channels at different times. If a man, for example, is on his way to catch a train, he may purchase the first shirt offered to him in reply to his rather vague request for "a white shirt with collar attached, size thirty-eight." Should he have an hour or so at his disposal, he would shop around within a store and possibly between stores before making a purchase. A housewife may telephone her grocer for laundry soap, or she may call two or three stores and make a special purchase in order to secure a particular make of laundry soap. The huying habits which are involved in the purchase of a Ford are entirely different from those concerned in the purchase of a Cadillac. A product which might properly be placed in one classification at one period may equally properly be placed in another

[CONTINUED ON PAGE 61]

Stepping the Pace of Today's Sales Management

By H. A. Haring

UR mailing lists," asserts the secretary of a manufacturers' trade association, "reveal unexpected business trends. Fully half the changes are new names of sales managers. The turnover seems frightfully large."

And the explanation of this business mortality came several months afterward, through the comments of the general manager of one of our great corporations.

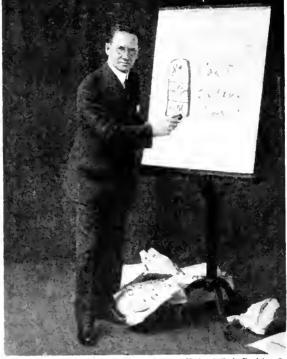
"The uneconomic practices of distribution are on the carpet today," he declares. "Of them all, selling methods are most vital. Witness the passing of all the old-time sales managers—and 'oldtime' runs back only to 1920 or 1921. Selling then was 95 per cent personality, but today it's nearer 5 per cent personality and 95 per cent method. Unless a sales manager can bury the 'idea conception' of his job, he's done, because he no longer can stop the pace of the times.'

Pressed a bit further, in the leisure of a California outing, this corporation manager thus explained his statement:

"Ten years ago sales managers went through a rage of psychological ratings for

salesmen. Every applicant had to be charted and reduced to a mathematical formula, but the whole scheme fell flat mostly because the high raters failed as salesmen. Now we follow a common-sense plan of careful selection for new men, give them a brief field test at selling, and follow that with a sales training course for the promising ones.

"The big change, under all this, is that we have shifted emphasis from a man's personality to his methods. Not that sales personality is nothing, of course, but right methods in selling cost the employer less per unit



Courtesy National Cash Register Co.

MODERN salesmanship has shifted the from the salesman's personality to his methods. Competent instructors are being retained, and thorough courses of instruction given by more and more of the big corporations in an effort to unify their sales efforts. Such methods as those employed by the National Cash Register Company and others have proved of incalculable value

of sale than idle patter from a charming fellow. In this change the old-time sales manager gets lost. The methods of the National Cash Register and the adding machine companies are like investing in machinery for the factory—the plant will never go back to hand labor. So it goes with selling methods. Pleasing personalities never again will be rated above sales training."

No change of emphasis can, however, alter the fundamental fact that salesmen are personal sellers. Nor can we escape the parallel fact dinned into us by clothes advertisements and barber-shop placards, that "personal appearance is the first requisite of success," although today's pace of sales management does not recognize personal appearance as the element of highest importance, however valuable it may be.

Clever ideas for selling must, on the contrary, be tied down to systematic method in cultivating the market; pep and enthusiasm are admirathough not effective, qualities, unless they be subordinated to skill in closing the sale; drummer's yarns are time-wasters and have been superseded by the planned approach. Much as the printed form has won its place as the world's best blunder-stopper, so has scientific sales management set the pace of today. This does not mean that we have, or can have, an exact science of selling; it does, however, mean that scientific management, planned management, has displaced faith in "the gift" of selling.

Planned selling consists in blocking out definite jobs for the salesman and starting him rightly headed for definite assignments. The salesman's success in following a plan does not hang on his possession of a "dominating per-

sonality" or some other occult power. It is a plain matter of procedure, with a schedule in hand as specific as the blueprint of the shop foreman. A salesman who knows definitely what he wants to say and is pleasantly insistent on saying it will have no difficulty in going through with a reasonably brief, orderly presentation. He may not entertain the prospect with sidesplitting hilarity, but he will leave him better acquainted with the goods he came to sell.

Corporations drill their men in the workings of the law of averages.

[CONTINUED ON PAGE 83]

Are Your "Display Helps" Wasted?

By W. L. Stensgaard

1. A. D. M. OUESTIONNAIRE

HE accompanying material constitutes a summary of an extensive survey conducted under the auspices of the International Association of Display Men by W. L. Stensgaard, president of that organization and director of the display division of Stewart-Warner Speedometer Corporation of Chicago. It will be presented by him at the convention of the I. A. D. M. at Detroit.

Mr. Stensgaard compiled this material by the questionnaire method, using the blank, facsimile of which is reproduced on this page. Not the least significant phase of this investigation is the fact that those canvassed were all executives of experience and discernment; men in responsible positions directly affected by this particular type of advertising. This is best revealed by the fact that the average length of experience of those answering is given as eight years.

Further statistics are equally impressive. Five hundred and ninety-eight retail stores of good standing were covered, representing an annual volume of retail business estimated at \$500,000,000. Of these stores, 21.3 per cent handle high grade merchandise; 46.4 per cent handle popular price merchandise, while 32.3 per cent handle both. They are divided into ten classes as follows: Department stores, 45.6 per cent; clothing, 9.8 per cent; specialty, 3.6 per cent; furniture, 1.1 per cent; public utility, 1.3 per cent; drug, 18 per cent; hardware, 1.3 per cent; jewelry, 0.5 per cent; shoe, 1.3 per cent; miscellaneous, 17.5 per cent. They have more than 280,000 square feet of window display space with an estimated daily window dis-

Answers to this quasivanure will be treated confidenced and will only be used in mobing up compilation of societies for the pre-mitted of display poundations for the Display man with the Retailer, Manufacturer or the Display Service—by the E. A. D. M. You, are urgently requested to answer each question to the best of your ability, add RETURN THIS PROW
W. L. STENSCAARD, PRESIDENT
INTERNATIONAL ASSOCIATION OF DISPLAY MEN1916 DIVERSEY PARKWAY
CHICAGO, IECH for consultation. Or if they had their own Diveley Departments to analyze and design M.S. state building the development. State building your reasons for ansert to grant for monthly thicken. A state building the development of the state of About what percentage of these Display Helps were you able to use to edvantage in your Display Windows? About what percentage were you able to use on the store interior L Taculpointers Ticylay Stricks,
Have found Display Services ever placed and
Have found Display Services ever placed and
Hundows for your Display & Hundows for your on the store interior.

Were many of these "Displas Helpa" used only on the interior, and not in your windows of so, about what percentages?

What percentage of Manufacturer's Displas Helpa that you receive are really worthy of first class species in your windows. Do you believe in tring-up your window dis-plays of nationally advertised products with national advertisements of such products. Do you have "Display Helps sent you by manufacturers for use the second or third time-about what percentage of those so-Do you ste-up your wandow displays with your follows newspapers advertising? If manufacturers were to produce high class baplay builts, say, of acod, setin, metal with, perhaps. Lighting or mechanical restures—real elections to you would you usually give such displays preferred epace? Do you, generally epeaking, regard the "Display Helpa" now being sent you by manufacturers to be of material assistance in trimming, your windows? Do you enter Window Display Contests conducted by manufacturers and national addresses 2 We state briefly your reason for entering or not entering. Manufacturer Dayley Consent.

Do such Dipoley Consent, in your settings of the manufacturer's product, with increased sales of same during product, with in-Have you any suggestions for improving Manufactures a Window Display Contests Manufactures a Window Display Contests Destroy the 'S finding the way's little woods backed.

25 State here any suspections you care to offer that might help improve Manufacturers.

Display Helps " By se wing less chap material and sections Tripley Miller in High Var: Tripley Units. merchandes bayer?

Merc three mountactures abon you consider are now sending you the best. Display Steps, that is best on the best of the property steps, that is best on the smally find of the sending send of the sending send of the sending send of the sending send of the send of the sending send of the sending sending send of the sending s 14 What is the type of your store? (Dry Goods Clothing, Drug Shoe, etc.) ? 15 Me w many lineal fact of display front does 135% What close of merchandise does your store feature! High grade exclusive lines or popular priced lines. Do you feel that manufacturers and national advertisers would improve their 'Display Helps if a prestical display man, with retail store experience, were on their staff " Kit you a member of the LAD M."

Show Stores—7% Miscellaneous Stores—10%

2. About what percentage of these display helps were you able to use in your display windows?

Average for all classes 32% Department Stores—22% Clothing Stores—19% Specialty Shops—22% Drug Stores—45% Drug Stores—45% Furniture Stores—38% Hardware Stores—68% Public Utility Stores—35% Shoe Stores—27% Miscellaneous Stores—26%

3. About what percentage were you able to use on the store interior?

Average for all classes—24% hepartment Stores—32% Clothing Stores—25% Specialty Stores—25% Specialty Stores—20% Jewelry Stores—20% Furniture Stores—30% Hardware Stores—30% Public Utility Stores—25% Shoe Stores—23% Miscellaneous Stores—10%

4. Were many of these "display helps" used only on the interior, and not in your windows—if so, about what percentage?

Average for all classes—13% Department Stores—27% Clothing Stores—15% Specialty Stores—17% Drug Stores—6% Furniture Stores—3% Furniture Stores—3% Hardware Stores—13% Public Utility Stores—21% Shoe Stores—16% Miscellangous Classes—4%

5. What percentage of manufacturer's "display helps" that you receive are really worthy of first class space in your windows?

Average for all classes—21%
Department Stores—15%
Specialty Shops—15%
Specialty Shops—15%
Drug Stores—14%
Jewelry Stores—21%
Furniture Stores—25%
Hardware Stores—45%
Public Utility Stores—22%
Shoe Stores—20%
Miscellancous Stores—20%

6. Do you save "display helps" sent you by manufacturers for use the second or third time—ahout what percentage of those received do you save?

Average for all classes—19% Department Stores—15% Clothing Stores—9% Specialty Shops—13% Drug Stores—16%

play circulation of 5,000,000 persons.

Display Sprages for Oak Wall Villian V. M. Mille & Oct)

cier Remotis

The questionnaire contained twenty-eight inquiries, the last five of which had to do with the individual stores reporting. The following material consists of a summary, stripped of all verbiage, of the tabulated answers to the first twenty-three of the questions, covering a wide range of vital subjects.

1. From how many manufacturers did you receive so-called "display helps" during the past year?

Average for all classes—26%
Department Stores—32%
Clothing Stores—26%
Specialty Shops—14%
Drug Stores—81%
Jewelry Stores—66%
Furniture Stores—10%
Hardware Stores—60%
Public Utility Stores—97%

[CONTINUED ON PAGE 80]





ROBERT H. FOERDERER, Inc.
PHILADELPHIA
Selling Agreen LUCKUS BESSE # SONS, Bowen

VICI kid



VICI kid

Believe in your lines, but not till you see it stamped inside your shoes, with the Vier Lucky Horseshoe



ROBERT H. FOERDERER, Inc., uses attractive wash drawings, pleasant copy and eye-compelling layouts to sell footwear smartness to the feminine "quality" market. Yet this is only indirect advertising for Vici Kid, since that product must be fabricated into sho s after it leaves the hands of its original manufacturer-

The Status of the Advertising Manager

By James M. Campbell

HE editor of ADVERTISING & SELLING has received several letters from advertising and ex-advertising managers, commenting on two articles of mine which appeared recently in this publication.

The most interesting of these communications are from men who, apparently, are not anxious to disclose their identity. One is signed "Ex-Advertising Manager," the other, "Moxey and His Gang."

The state of mind which these letters reveal is so general among advertising managers that some cognizance should be taken of it. But, before doing this, let me quote from the letters.

Here, in part, is what "Ex-Advertising Manager" has to say:

For a number of years I held the title of Advertising Manager in a large industrial concern until the job become so burdensome that I was compelled to abandon it.

The trials and tribulations of the Advertising Manager are varied and many, and generally the advertising department is the clearing house for complaints and criticisms very often fostered by the sales department. In my former connection there were hundreds of agents and branch managers clamoring for an advantage for themselves. If their demands were not met, a letter of criticism reached the sales manager which was passed on to the advertising manager.

It is painfully difficult for the advertising manager to discharge his duties without fear or favor, and at the same time be courteous, obliging and open-minded as Mr. Campbell's article suggests. There are always some men of influence who have an axe to grind, and if the advertising manager interposes objections, generally he is a marked man. Exaggerated complaints reach the executive department and often his job is made so difficult that he resigns.

I have met many advertising managers and observed that the ones who are making successes for their companies are generally invested with complete authority, which covers control of the agency as well as all phases of advertising and research. I do not mean to say that the advertising manager should not cooperate with everyone, but agency officials and department managers should not try to dictate advertising policies and expect the advertising policies and expect the adver-

tising manager to fall in line with their suggestions, whether they are good or bad. If he is a good man he will resent it; if he is weak he will bow with supine graciousness and carry their plans through without regard to his own judgment and often to the detriment of his company.

Advertising managers are often writers and as such temperamental. They should be approached with discretion especially as regards criticism or their spirit is broken and initiative killed.

I know, exactly, how this man feels; and I have a good deal of sympathy with him, though not nearly so much as I had at one time.

Enthusiastic, ambitious, with a high sense of responsibility and a desire to "hold his end up," he has been irritated and humiliated by the conditions under which he did his work. No wonder he gave up in disgust. I would, too, if I were situated as he was. But when he asks that the advertising manager be given "complete authority," he goes too far. Other men, whose greater value to the company with which they are connected is evidenced by the fact that their salaries are much larger than the advertising manager's, don't ask that. Even the president, if he is as wise as most presidents are, is glad to consult with his associates. The other officers must. Why should the advertising manager be an exception?

May I ask Ex-Advertising Manager a question? Does he know a single advertising manager in the United States who shou'd be allowed an entirely free hand? If he does, he knows more than I do.

TAKE the case of the advertising manager who has "arrived"—the man regarding whose ability there is no question. He is, usually, 35 to 45 years of age; his salary is, we'll say, \$6,000 a year; the appropriation he directs is in the neighborhood of \$500,000. He is, as Ex-Advertising Manager puts it, "a writer and, as such, temperamental." Is that a good reason why he should be given comp'ete authority? And why, in

Heaven's name, should be think he should "be approached with discretion"?

The trouble with a great many advertising managers that they are not salesmen. Whether they realize it or not, they must "sell" the ideas and plans to their associates and superiors. Because they lack the ability to do this—or do not realize the need for doing it—they have a pretty hard time of it, a much harder time than there is any necessity for.

Another thing that advertising managers should remember is that. even if, theoretically, they should be given complete authority, they are not going to get it. The "boss" simply cannot see it in that way. For a good many years, my attitude was that I was a "specialist," not unlike a doctor or a lawyer, and that I shou'd be allowed to follow my own judgment. On one occasion, I said something of this kind to my employer. His reply was, "Well, Campbell, doctors and lawyers make as many mistakes as anybody else. I am not infallible. Neither are you. If you and I work together, we'll make fewer mistakes than if we work separately." I think he was right.

This is what "Moxey" says:

I wonder if Mr. Campbell has ever sat in an advertising manager's chair and tried to cooperate with the members of a sales organization who are sure they know more about advertising than the A. M. Especially when there is a radical viewpoint as to what is the proper appeal. Some believe in a large illustration with 10 words; others want an engineering drawing and a technical description of 500 words. A number even suggest and write their own ads and eatalog copy and feel offended if the copy is not used or a change is made by the A. M. To be patient and trp to explain why the copy cannot be used does not help the situation. Some become abusive and offensive, claiming the A. M. has a "swell head," etc., etc., etc. Is an A. M. required to forfeit his self-respect in order to be openminded, charitable to other people's opinions? Just what should he do and opinions? Just what should he do and say? And how would you, Mr. Campbell, handle the situation? Don't forget that very often there is extreme opinion among the executive officers

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Volume Madness, the **Profit Waster**

By W. R. Hotchkin

Associate Director, Amos Parrish & Co., New York

"Smash that record!"

Business progress is today registered by beating quotas, and any business that falls short of making its quota of ten to fifty per cent increase on its past highest record of sales or output reports that it has had a bad year. The president's wife has to go another year without those new sables, and employees in general are told the big alibi of bad business to stall off the increases in wages.

Has any man ever enjoyed a ride in an automobile driven at one or two hundred miles an hour-anyone beside the driver who won a ten thousand dollar race? Well, by the same token, does anyone think that the Great Designer of our world planned that men should live their entire lives riding in a car driven at that heart-crashing speed? Are we no longer to stop and enjoy the perfume of the rose and ponder on its delicate beauty?

Yes, you say; on Saturday afternoons and Sundays, until our hearts go bad, and then—poof! And the brief

obituary states that "He was a dynamo of energy in American business life." But, as Octavus Roy Cohen might say: "Life is the fondest thing he ain't got sca'cely none of!" He was a wonder, but he forgot that he was put in the world to live!

But let us leave philosophy to Will Durant. Let us stick to our commercial knitting. In the last analysis, what is the Big Idea in business? To make money-of courseand make as much as we can.

Have you, Mr. Manufacturer, and you, Mr. Retailer, ever had a shock of surprise-after chuckling most of the year over your marvelous

THE slogan of commerce during gains in volume—to discover that ket for which to produce them madthe present generation is ex- your net profits had shrunk to dis- ly. The greatest money-wasters are pressed in three crisp words: tressingly small dimensions? If those manufacturers and retailers

you have not, you are indeed lucky.

Mr. Ford and Mr. Rockefeller do not enter into this discussion. They are lucky! So are many others who have found the secret of producing volume, speed and, at the same time, profit. They and others have been the bell-wethers that have lured the sheep and lambs in production.

The greatest wasters of the age are not the profligates who squander money on mad efforts to give surcease to a dull life. They are the benefactors who make the money flow back into industry; for if we did not have many thousands, in some commodities, millions, who consumed things madly, there would be no mar-

who fail to make a fair profit on the golden market that they exhaust, because in their mad scramble for abnormal volume, they waste much of their deserved profit in hammering down the wall that should protect them from diminishing returns.

There is a line of volume sales in every business where abnormal sales resistance begins, and after passing that line, the resistance increases with geometrical proportion. In some instances it may cost the concern as much to force the last 10 per cent of its volume as it cost to secure the earlier 90 per cent. Thus, in order to get that last 10 per cent demanded by the autocrat "quota," the promoters waste a large part of the profit made on the volume that was easy to secure.

But who cares about net profits, when it is his job to make his quota? His boss says, "You get your quota-I'll take care of the profits." But who can take care of chickens that never come to the coop? The above example illustrates how a 110 per

cent sales volume can be secured by wasting all the profits above those made on 75 per cent of the normal 100 per cent volume. Had the owners been satisfied to secure their previous peak volume of 100 per cent, they might have made full profits or. the entire 100 per cent. This would show a loss of 25 per cent on the year's profits in order to force a superexhaustion of a potential market for the next year. The insanity of such frenzied promotion is obvious. And yet precisely this method is practiced by hundreds of present day manufacturers and thousands of retailers. The insane drive to beat competition in the size and volume of

[CONTINUED ON PAGE 82]

THE · EDITORIAL · PAGE

Trying to Sell Everybody Everything

It seems to us that one of the big wastes in advertising comes from the fact that, to use an expression from a recent newspaper article, "nearly everything is introduced with a view to general use by all the people." Things may be so introduced, but in many cases they are not so priced. Luxury articles are advertised as though they were possible of mass consumption, and money is spent on their advertising on a mass-consumption scale, whereas often they are entirely out of reach of any but the upper five per cent.

This is due in no small measure to the solicitation zeal of advertising agency and publication representatives who talk newcomers into the belief that advertising will in some magical way overcome the inability of the masses to buy the luxuries in great volume, and that just to put on an impressive advertising campaign in mediums of large circulation will make a mass market.

Mass markets are made by mass prices, and developed, not created offhand, by mass advertising, which ultimately makes it possible to broaden still further the market by still further lowering the price

@**~**@

Prescription Advertising

A NEW vogue is springing up in advertising: getting the buyer to prescribe for himself the type of product he needs.

There are several campaigns now appearing that are based on this idea; two notable examples of which are the current advertising efforts of George P. Ide & Company, collar manufacturers, and of the Iodent Company, makers of Iodent tooth paste and Iodent tooth brushes.

The Iodent Company manufactures both its tooth paste and its brushes according to two different formulæ. One formula is for teeth that are easy to whiten; the other for teeth that are hard to whiten. The company advertises both its pastes and brushes in this way:

No. 1. For Teeth Easy to Whiten. No. 2. For Teeth Hard to Whiten.

The reader diagnoses his ease and specifies to his dealer the number he wants.

George P. Ide & Company, like all collar manufacturers, makes many different styles. In advertising any particular one it tells to what type of face the style is best fitted. It advises the man with a round, fat face to wear one style; the man with a long, thin face to wear a radically different one.

This type of advertising is a long step in advance of the copy that always recommended the article being advertised as a specific for everything that the reader wanted or needed. On the other hand, the manufacturer who asks his customers to do their own prescribing requires unusually intelligent cooperation from both consumers and dealers. If the con-

sumer makes a mistake in his diagnosis or if the dealer is careless in filling the prescription, dissatisfaction is likely to result.

@**>**@

Agency Specialization

W E are much impressed with a prospectus prepared by the George Batten Company which portrays the work of that agency's trade and industrial division—one of six divisions operated by the company.

One of the significant trends of marketing practice during the past decade has been the careful study of the principles of marketing to industry. When advertising grew up, its growth was first in the direction of advertising to the consumer market where more spectacular achievements could be made. Later a realization came about that while advertising could be used as a sales instrument in professional, trade and industrial selling, it must be delicately adjusted to appeal to vastly different buying habits.

Four years ago when this publication was started as ADVERTISING FORTNIGHTLY, we defined the different principles involved in consumer selling and in industrial selling—a definition which at that time was not fully understood by advertising men generally. We are encouraged to find that this idea is becoming generally accepted so these important markets may be more intelligently served.

0.20

Selling and Advertising Millions On Three Per Cent

No wonder the Spanish growers of Valencia oranges are in America at present to copy the American system of cooperative marketing of fruits and vegetables. The California Fruit Growers Exchange is now selling 20 million boxes of citrus fruits annually at a cost of only 2 or 3 per cent; which is less than the selling cost in almost any line of nationally sold, nationally advertised goods. The 11,000 growers, representing 75 per cent of the California crop, have made selling history, that is certain, since 1893, when they first started.

The Aroostook, Maine, potato growers have just appropriated \$100,000 for a two-year advertising campaign, so we shall doubtless shortly see the lowly spud neatly wrapped in paper and delicately reclining in luxurious baskets like his more coddled brothers and sisters of the fruit and vegetable family. The Aroostook growers are going to finance it by means of a 50 cents per acre assessment, and 50 cents per car loaded.

The greatest anomaly presented in America today is the whining of the farmer for political and financial aid in the face of the demonstrated ability to sell and advertise a grower's product at 2 or 3 per cent cost, which percentage is the envy and despair of almost every other advertised article in America.

The Advertising Man and the **Balance Sheet**

By De Leslie Jones

THERE are very good reasons why the advertising agent, the advertising manager and even the high-grade advertising solicitor should know something about balance sheets and their interpretation. For the sales manager there are even more definite reasons. more than the advertising man, is potentially executive material, and must deal with the more basic financial elements of a business in order to plan wisely. As a matter of fact, it is the sales point of view of balance sheet analysis which the advertising man finds most immediately important, although the good-will

Nowadays the sales point of view is the pivot around which the business structure revolves. Today, in the keenly-managed organization, everything starts from the market possibilities. It is the sales manager, his coordinating executives and his counsellors who set the pace to be followed by production schedule and finance administration. But frequently some higher executive in a large corporation is the real sales and advertising manager; the creative, guiding, marketing brains and policy creator; for too many sales and advertising managers are so immersed in the operating details of their job that they have not the time, often not the capacity, to think from a balance sheet point of view.

Let us go into the matter of the balance sheet itself, and develop at



ARIOUS analytical deductions are important to calculations on sales. Figures mean nothing unless the reader is able to interpret them intelligently. This is something every advertising and sales manager should learn to do, for in the company's balanee sheet are hidden many facts vital to his own success

factor in his own particular province. must be borne in mind that a better acquaintance with balance sheets may save a great deal of money, for were ordinary investors better able to scan intelligently the balance sheets of companies whose stock is offered, much disappointment might be avoided.

> BALANCE sheet is, naturally, an intelligent synopsis of the general financial status of a company; a two-part statement consisting of one group of assets, and another of liabilities. Under the head of assets (although practice varies slightly) are listed: Real estate, equipment, etc.; good-wil; prepaid items; mortgage notes receivable; accounts and notes receivable; inventories; cash; advertising expense; life insurance policies.

Under the head of liabilities are listed: Common stock; preferred least a surface understanding. It stock; dividends payable; accounts payable; reserve for federal taxes; accrued items: sur-

A balance sheet is, of course, not merely a statement of income and expenses; it is a cross section or "closeup" view of the total status of the business at any given time. It does not indicate profits except as they might appear in the surplus; but it is the surplus which, perhaps more than a sheer profit figure, indicates the general health of the company.

"Good will" is the item on a balance which certainly advertising men should underespecially stand well. Of course.

there are many corporations which have written it off the balance sheet. But, as a matter of fact, there is nothing in Wall Street more solidly established than the use of this item. or the reality and salability of goodwill as an asset.

"Wa'l Street will not soon forget how Clarence Dillon plucked the Dodge Brothers Company away from the hands of big banking houses tike J. P. Morgan & Company, by offering 74 millions for the company's good-will alone, over and above the 72 millions of tangible assets carried on the Dodge balance sheet. F. W. Woolworth Company, Goodrich Tire & Rubber, even the U. S. Steel Corporation have issued large volumes of stock on good-will assets alone, and later have seen them turn into actual money; the Woolworth Company nine times over the \$50,000,000 first listed on its balance sheet as goodwill.

[CONTINUED ON PAGE 51]

BRUCE BARTON

ROYS, DURSTINE $\mathbf{B} \mathbf{p}$ ALEX F. OSEORS

BARTON, DURSTINE & OSBORN

INCORPORATED

An advertising agency

of about two hundred and fifty people among whom are these account executives and department heads

James Adams Mary L. Alexander Joseph Alger John D. Anderson Kenneth Andrews J. A. Archbald, jr. R. P. Bagg W. R. Baker, jr. F. T. Baldwin Bruce Barton Carl Burger Heyworth Campbell H. G. Canda A. D. Chiquoine, jr. Thoreau Cronyn J. Davis Danforth Webster David Clarence Davis Rowland Davis A. H. Deute Ernest Donohue B. C. Duffy Roy S. Durstine Harriet Elias

G. G. Flory K. D. Frankenstein B. E. Giffen Geo. F. Gouge Louis F. Grant Gilson Gray E. Dorothy Greig Girard Hammond Mabel P. Hanford Chester E. Haring F. W. Hatch Boynton Hayward Roland Hintermeister P. M. Hollister F. G. Hubbard Matthew Hufnagel Gustave E. Hult S. P. Irvin Rob't N. King D. P. Kingston Wm. C. Magee Carolyn T. March Elmer Mason Thomas E. Maytham

Frank J. McCullough Frank W. McGuirk Allyn B. McIntire Walter G. Miller Loretta V. O'Neill A. M. Orme Alex F. Osborn Leslie S. Pearl Grace A. Pearson T. Arnold Rau James Rorty Mary Scanlan Paul J. Senft Irene Smith I. Burton Stevens William M. Strong A. A. Trenchard Anne M. Vesely Charles Wadsworth D. B. Wheeler George W. Winter C. S. Woolley J. H. Wright

New York: 383 MADISON AVENUE

Boston: 30 Newbury Street

Buffalo: 220 DELAWARE AVENUE

Member American Association of Advertising Agencie. Member Audit Bureau of Circulations Member National Outdoor Advertising Bureau

Recollections and Reflections—IV

Blazing the Trail of Full Pages

By John Adams Thayer

NE of the first "thrills" in my advertising career came to me a few months after my employment by Cyrus Curtis, publisher of The Ladies Home Journal.

The Journal's advertising department at the outset consisted of myself and a desk, but my employer, soon hearing that I often worked far into the night, instructed me to hire a clerk to keep my records. Ostensibly, my duties were to improve the typography, to arrange the advertising on the pages in an artistic manner, and to keep a record of accounts. After this plan was well on its way to accomplishment, other ideas came, one of which was to make myself of greater value to Mr. Curtis by increasing the Home Journal's advertising income.

Having sold type, paper and printing presses to publishers and printers in a territory extending from Maine to Texas, while in the employ of type foundries, why could I not sell advertising? I saw my oppor-

tunity in the Home Journal's back Full-page advertisements cover. were rare, even at this time of low prices. The back-cover page usually held four announcements, though in dull seasons even eight would sometimes mar the space which I reasoned could be more artistically and more profitably devoted to one. My plan to utilize our cover in this manner was quickened by the fact that The Youth's Companion, with half a million circulation, was beginning to insert full-page advertisements prepared and sold by Mr. Francis A. Wilson, then the most successful promoter of advertising of a truly national scope.

It was a novelty for a publication to prepare advertisements for a customer, but as advertising agents had already suffered shocks at our hands. I could see no harm in administering a few more. So with the firm resolve to sell full pages to some of our clientele, I began to scan our order book for likely victims.

At that day, advertisers would contract for a definite period with the privilege of increased space at the same price, thereby gaining an advantage over those less prudent if the rate in the meantime advanced. One of the few advertisers provisioned in this way was the Imperial Granum Co., making a prepared food for children and invalids. Spending a few days in analyzing the advertising previously done by this company, I formulated a fullpage announcement which was striking and artistic. My complete plan included a handsome wood engraving at the top of the page.

But an illustration and a wood engraving meant money. At this pass I went to Mr. Bok, who had often complimented me on my achievements, took him frankly into my confidence and showed him the idea in the rough. I found him a willing listener and gained his consent to

incur the necessary expense. Long before this, of course, I had made my advertiser's acquaintance by letter, and I had now only to tell him that I meant shortly, on a trip to Boston, to stop off at New Haven, meet him personally and show him an advertisement I had prepared.

I had chosen well my customer, Mr. John Edward Heaton, a future friend, and the day I sold him my first full page gave me the first "thrill" in my advertising career. The event still remains one of the happiest memories of my business life.

One day a letter from an actress brought me a number of photographs. The letter spoke of the artistic appearance of the *Journal's* advertising pages; these had prompted her to say that perhaps some of her photographs might be utilized. There was no mention, of course, of the publicity she would receive if her suggestion were fol
[CONTINUED ON PAGE 56]







The Railway Service Unit

Simmons-Boardman Publications

San Francisco London

The A. B. C. and the Industrial Advertising Field

By O. C. Harn

Managing Director, Audit Bureau of Circulations

THERE is no fundamental difference between the _ advertising of so-called technical products and the advertising of more general miscellaneous merchandise. vertising of anything is simply telling people in the mass what you have to sell. When it comes to the conditions under which the job must be done certain differences in conditions may and do arise and these must be met by differences in technique. It is these differences in conditions which give rise to the perfectly logical segregation of advertising men into special study-groups, such as your successful Industrial Advertising Association.

The outstanding conditions which make the special study of industrial advertising desirable and wise are, first, the greater homogeneity of the field, second, the buyer's characteristic attitude of mind of technical or industrial products.

The breakfast food or soap-buying public is heterogeneous in almost all respects. Stomachs to fill need be the only point in common among the food sellers' prospective buyers. Skins to cleanse need be the only point in common among likely soap buyers. It makes no difference at all to the seller of such products whether the people are men or women; highly educated or only meagerly so; business men or laborers; religious or irreligious; sport loving or sedentary; poetical dreamers or technically minded. They need only have stomachs and skins.

The seller of an industrial product not only has a much narrower market but its character is totally different. Not only must be weed out from his consideration the masses who have no use for his products. but he must recognize the characteristic attitude of his prospective

buyers toward the whole transaction. The buyers of general merchandise have only normal discrimination in values; the industrial buyers' discrimination is intensified. The average buyer of general products has little expert knowledge of the thing he buys and he can be readily influenced by general claims and emotional appeals. The industrial buyer is trained especially in his field. A few cents difference in price weighs very little with the man whose purchase is smal, infrequent and without bearing on future profits. The man who is purchasing something which has to do with the success of his business makes sure before he buys that the price he pays is right from the standpoint of a future transaction.

With the peculiar conditions in mind we are ready to look into the significance of data about the circulation of advertising media. Has the industrial advertiser the same need for exact data of this kind that the

more general advertiser recognizes? It would seem to me he has all the need and more.

In the first place, each unit of circulation (the individual subscriber) means more to him because his purchases are larger. In the second place, it is much more necessary to get at the right person or persons. because an industrial purchase is influenced more often than not by a number of individuals. A seller of a very generally used product might, in some cases, be perfect'y satisfied with a statement of total subscriptions or buyers of the publication, verified as to correctness of number and legitimacy of subscription or sales methods. The industrial advertiser must know much more than that.

He should know, first, the class, industry or field covered by the paper. He should know also whether they are manufacturers or merchants. If

manufacturers, he will want to know the functions performed by the workers who read it. That is to say, whether they are the presidents, general managers, and other executives; purchasing agents, foremen, engineers, chemists, draftsmen, or what not.

E will want to know the geographical distribution. And how about the psychological distribution? That is to say, what do readers think about it? The price tel's something, but do they pay it? Do they buy it on a bargain basis? Bargains may be of different kinds. The regular subscription price may be frankly cut, or something else of more or less value may be offered with the paper, at no increase in price, or the paper and a premium may be offered at an increased price over that of the paper alone. The advertiser should know all about these things so that he may judge whether or not the subscriber really

Portions of an address before the annual convention of the National Industrial Advertisers Association, Cleveland, Ohio.

[CONTINUED ON PAGE 64]



"Slip into a Bradley and out-of-doors"... So says this interrupting illustration which is being used to sell control of the great outdoors trade for Bradley dealers—and Bradley Bathing Suits to their customers... All Bradley sales effort, whether illustration, copy, or merchandising plan, is based on the Interrupting Idea Principle as established by the Federal Advertising Agency, Incorporated, of 6 East 39th Street, New York.



Session Programs Worked Out for I.A.A. Convention

[Denver, Colo., June 26-29]

LABORATE plans have been completed for the reception and entertainment of the hundreds of delegates expected at the Twentythird Annual Convention of the International Advertising Association, to be held at Denver, Colo., June 26-29. The picturesque vistas of the Rocky Mountains make an ideal setting for an affair of this kind, while the city of Denver will provide the facilities necessary for the efficient handling of the business meetings.

An unusually imposing list of prominent speakers will address the general sessions, while the programs of the various departmental groups have been worked out along broad and comprehensive lines. These are printed in detail below. The list is not complete, but contains all the programs received previous to the closing of this issue.

General Sessions Inspirational Meeting

Civic Center Sunday, June 26. Opening 3.30 P. M.

Presiding: E. D. Giblis, Chairman, General Program Committee, Advertising Di-rector, the National Cash Register Company, Dayton, Ohio.

ic.
resses of Welcome; The Hon, William
H. Adams, Governor of Colorado; the
Hon, Benjamin F. Stapleton, Mayor of
Denver.
ponse; C. K. Woodbridge, President, In-

Denver.

Response: C. K. Woodbridge, President, International Advertising Association: Vice-President and General Manager. Electric Refrigeration Corporation, Detroit, Mich.

Keynote Address: Service and Success—Dr. J. Whitcomb Brougher, President, Northern Baptist Convention; Pastor, First Baptist Church, Oakland, Cal.

Music.

Music.

Broadway Theater Monday Morning, June 27 9 o'clock

(Doors open at 8.30 o'clock) Theme of Convention: The Growth of Industry and the Part Advertising Is Playing in Its Development. Convention called to order by C. K. Wood-bridge, President, International Adver-tising Association.

tising Association.

critising—An Open Door to the New
Epoch—Joe Mitchell Chapple, writer
and world traveler, Boston.

Romance of Radio—Merlin Hall Aylesworth, President, National Broadcasting Company, New York.

Women Who Buy—Mrs. Emily Newell
Blair, magazine writer and lecturer,
Woschington

Blair, maga Washington.

Monday, June 27 8 P. M. (Doors open at 7 o'clock)

Music.
Some Commercial Uses of Telephotographs
—W. E. Harkness, Manager, Auxiliary
Service, American Telephone and Telegraph Company, New York.
The Market at Our Door—The Hon, Samuel R. McKelvie, former Governor of
Nebraska; Publisher, Nebraska Farmer,

Tuesday, June 28 9 A. M. (Doors open at 8.30 o'clock)

Problems of Prosperity-Francis H. Sisson,

Vice-President, Guaranty Trust Company; Treasurer, International Advertising Association, New York.

The Wings of Business—Col. Paul Henderson, General Manager, National Air Transport Company, Chicago.

Community Advertising as San Francisco Knows It—The Hon. James Rolph, Jr., Mayor of San Francisco.

Business Is Good in America—Why Change It—James F. Owens, Vice-President and General Manager, Oklahoma Gas & Electric Company, Oklahoma City.

Tuesday, June 28 8 P. M.

(Doors open at 7.30)

The Invisible Audience—S. L. Rothafel, "Roxy," President, Roxy Theater, New

York.
The Hon. William E. Borah, United States Senator from Idaho.

Annual Business Meeting

Wednesday, June 29 4 P. M.

Report of President, C. K. Woodbridge, Detroit. Report of Secretary, Rowe Stewart, Phila-

delphia. ort of Treasurer, Francis H. Sisson,

New York.
Report of Chairman of Advertising Commission, W. Frank McClure, Chicago.
Report of Federation of Women's Advertising Clubs of the World, Mrs. Bernice Blackwood, New York.
Report of Committees.
The Challenge of Organized Advertising—Harold J. Stonier, Vice-President, University of Southern California, and President, Advertising Club of Los Angeles.

Angeles. Report of Resolutions.

Report of Resolutions.

Announcement of Nomination of Convention
City by President of Board of Club
Presidents.

Announcement of Selections to Executive
Committee of the International Advertising Association by Sustaining Members, Board of Club Presidents, Federation of Women's Advertising Clubs.
Advertising Commission and National
Better Business Bureau.
Election of President,
Election of Secretary,
Election of Treasurer,

Association of Newspaper Classified Advertising Managers

Eljebel Masonic Temple Monday Morning, June 27 Opening 9:00 A. M.

Registration: President's Address; Secretary's Report; Treasurer's Report; Appointment of Committee.

Value of Classified to a Newspaper—Wellknown publisher or business manager who is a classified enthusiast.

Counter Business—Chairman, J. A. Finneran, New York Times.

Telephone Business—Soliciting Room—Chairman, W. W. Murdock, Detroit Free Press.

Chairman, W. W. Murucea, Deress.
Press.
Telephone Roam — Voluntary Chairman,
A. R. Koehler, Chicago Tribune.
Personal Solicitation — Chairman, Harry
Gwaltney, Milwaukee Journal.
Direct by Mail—Chairman, John L. Irvin,
New York American.

Tuesday, June 28 Large Newspapers Meeting

Chairman, Hy. Moehlman, Baltimore Sun.

(A) Development of New Classifications;
(B) Personnel Problems; (1) Salaries;
(2) Bonuses and Prizes; (3) Night
Work; (C) Corrections and Complaints;
(D) Sales Prablems; (1) Sub-stations;
(E) Tupography; (F) Records; (G)
Censorship; (H) Competition; (1) Collections

Small Newspapers Meeting

Chairman, R. E. Pallou, Peoria Star.

(A) Department Organization: (1) Charging and Billing; (2) Handling Contract Advertising: (3) Selection and Training of Personnel; (4) Salaries and Bonuses: (B) Complaints; (C) Classification of Ads; (D) Special Pages; (E) Special Raies; (F) Censorship; (G) Service Bureans; (H) Methods of Handling Kills, Allowances, etc.; (I) Competition; (J) Promotion.

TRUE TALK:

AN obvious truth? Of course. And yet do we not still witness campaigns

that neglect the dealer entirely, and limit their effort to the consumer, hoping to create a demand the merchant will have to recognize? Campaigns which would be multiplied in effectiveness if but a relatively small part of the expenditure were devoted to selling the merchant first.

Manufacturers must still be reminded that a customer cannot buy what the store does not have in stock. That the store's endorsement of a product is a stronger reason for buying than any other. That the consumer will accept one product over another on the store's

"When the 'wide open spaces' are filled in on the distribution map, the advertiser will no longer have cause to complain that his not pulling."—John Allen Murphy, in Advertising & Selling.

say-so. And that the manufacturer who neglects to cultivate and gain the buying favor of the mer-

chant is materially limiting his sales possibilities.

But manufacturers should also be reminded that the store's cooperation can be secured, that the store can be persuaded to use its powerful promotion in behalf of the product. And, finally, that the most logical and most successful way to reach and influence the merchant, to hasten or hold distribution through dry goods and department stores, is via the Economist Group, whose papers merchants pay money for, whose contents they study, whose advertising pages help shape their buying activities.

ТНЕ

Ronomist Group

DRY GOODS ECONOMIST
DRY GOODS REPORTER DRYGOODSMAN

Tell and sell the merchant and he'll tell and sell the millions

Wednesday Morning, June 29 Opening 11:00 A. M. Election of Officers

Discussion of Co-operative Promotion Idea —Its Purpose and Progress—C. L. Per-kins, Chicago Herald-Examiner. Reports of Committees at close of afternoon

ession.

On Monday a luncheon meeting will be held for those newspapers carrying First. Second and Third Volumes in their cities. Tuesday

Tuesday separate luncheon meetings will be held for large morning papers, large afternoon papers, and for small newspapers.

Local Display Advertising

Monday, June 27 Opening 2:00 P. M.

Wm. E. Donahue, Mgr., local display advertising, The Chicago Tribune, presiding. Chain Store Merchandising, R. L. Whittman, Adv. Mgr., J. C. Penny Co.; The Selection of Media, Miss Claire Samels, Adv. Mgr., Carson, Pirie, Scott & Co., Chicago.

Subjects for Open Discussions

Subjects for Open Discussions
What are the principal advantages and
disadvantages to the advertiser of a "shopping news?"
Are newspapers changing policies relative
to the acceptance of advertising from retail
stores located in other cities?
What ore the best arguments to induce
independent grocers to advertise to compete
with chains?
How can a newspaper best help the retail
advertiser?
What service should and should not be

odrertiser?

What service should and should not be extended to the relail advertiser?

What market data should be compiled for the retail advertiser?

What are the best arguments replying to the idea of a few retail advertisers that advertising is not as effective as formerly?

What is the effect of a large volume of bargain advertising on lineage and on business generally?

bargain agreetising on the age and on business generally?

What are effective methods of stimulating interest in staff meetings?

What are practical methods of developing local lineage for light days?

National Advertising

Tuesday, June 28 Opening 2:00 P. M.

Opening 2:00 P. M.

Frank T. Carroll, Pres. A. of N. A. E.;
Adv. Dir., The Indianapolis News, presiding.
Coordination of the Publication Office and
the Special Representative in Developing
National Advertising, F. St. J. Richards,
Eastern Mgr., The St. Louis Globe Democrat,
Ex-Pres. The Six Point League.
The Kind of Cooperation that Pays the
Newspaper and the Advertiser, Arthur H.
Ogle, Secy.-Treas., Association of National
Advertisers (formerly Adv. Mgr., The Wahl
Co.).
Methods of Developing M.

Methods of Developing More Advertising on a Substantial Basis, Steve Kelton, Asst. Bus. Mgr., The Houston Chronicle.

Subjects for Open Discussion

How can newspapers check the tendency to place national advertising through re-tailers?

What merchandising service should and should not be extended to national adver-

tisers?

Can a small newspaper afford to give merchandising service?

How important is survey work in developing national advertising?

What are the most effective methods of developing national advertising?

Is it advisable to secure a special representative who confines his newspapers to one geographical area?

What are the best methods of charging advertising and handling claimed deductions when the advertisement as printed measures less than the order, due to shrinkage?

Classified Advertising

Wednesday, June 29 Opening 9:30 A. M.

Chas. W. Nax, Class. Adv. Mgr., The St. Louis Globe Democrat; Pres. A. of N. C. A. M., recsiding.

Building Classified and Making It Pau, Chas. T. Horn, Class. Adv. Mgr., The New York American.

York American.

What Classified Advertising Needs Most.
Harry Gwaltney, Class Adv. Mgr., The Milwaukee Journal.

A group of 12 classified advertising managers, representing newspapers of varied sizes, types and publication hours will be

present to answer questions in open discus-

Problems Concerning Complete Department

Wednesday, June 29 2:00 P. M.

Carl P. Slane, Pub., The Peoria Journal-Transcript, presiding.
Rhey T. Snodgrass, Adv. Mgr., The St.
Paul Dispatch and Pioneer Press.
Rotogravare from the Angle of the Advertiser and the Newspaper, Roger H. Ferger, Adv. Mgr., The Cincinnati Enquirer.

Subjects for Open Discussions

Subjects for Open Discussions
Should newspapers stop sciling guaranteed
positions?
What is the best system of payment for
advertising salesmen?
What is the solution of the rate differintial problem for automobile advertising?
What are the best rulings for differentiating between national and local advertising?
What is the best closing time for an afternoon paper in a city of 50,000?
What are the merits of the A. B. C. rule
that prohibits a newspaper from printing a
competitor's statement?
What can be done about the evident disregard by many newspapers of the efforts
to curtail the use of excessive areas of
black?

Closing Business

Report of Resolutions Committee. Report of Auditing Committee. Report of Nominating Committee. Election of Officers.

American Community Advertising Association

Adams Hotel

Tuesday Afternoon, June 28 Opening 2:00 P. M.

Opening 2:00 P. M.

Presiding. Dowell Livesay, Magazine Editor,
Denver.

President's Remarks—Committee Appointments—Charles F. Hatfield, Secretary-Manager, St. Louis Convention, Publicity and Tourist Bureau.

Oklahomans, Inc.—A Plan—Wm. S. Key.
General Mgr., Oklahomans, Inc., Oklahoma City.

Value of Tourists—Canadian Viewpoint—
C. W. Stokes, Assistant Publicity Agent,
Canadian Pacific Railway, Montreal.

Community Advertising by Railroads—J. W.
Kearney, Manager, Publicity, Missouri
Pacific Railway, St. Louis.

Influence of Travel—R. H. Faxon, President, Denver Advertising Clubs.

Ceneral Discussion of Following Topics:

1. Inter-Community Advertising for Sectional Growth—Mrs. Robert G. Coulter, Coulter & Payne, Inc., San Antonio, Texas.

2. Selling a Campaign to a Community—

toran
ter, Coulter & Payne,
tonio, Texas.

2. Selling a Campaign to a Community—
P. H. Reilly, Wisconsin Land O'Lakes
Association, Rhinelander, Wisconsin.



Wednesday Morning, June 29 Opening 9:30 A. M.

Opening 9:30 A. M.

Presiding: President Charles F. Hatfield.
Outdoor Tie-Up in Community Advertising
—C. B. Lovell, Secretary, Outdoor Advertising Association of America, Chicago, Ill.

Hoto Travel Advertises a Community—
Harry N. Burhans, Executive Secretary, Denver Tourist and Publicity Bureau, President American Travel Development Association.

Economics of Community Advertising—Don E. Mowry, General Secretary, Madison, Wisconsin, Association of Commerce.

General Discussion of Following Topics:
1. Selling Community Advertising at Home—E. E. Hanway, Editor, Casper, Wyoming.
2. Effective Follow Up—Dowell Livesay, Editor, Denver, Colorado.
3. Checking Wastes in Community Advertising—O. W. Meilke, Portland, Oregon, Chamber of Commerce.
4. Fund Raising in Utah—Edgar M. Ledyard, President, Advertising Club, Salt Lake City, Utah.
5. Where Does the Advertising Agency Come Int—W. Frank McClure, Albert Frank & Company, Chicago.

Wednesday Noon Luncheon, June 29 12:30 P. M.

Presiding: President Charles F. Hatfield.
Report on Nation-Wide Community Advertising Survey—Frank M. Surface, Assistant Director, Department of Commerce, Washington, D. C.
Address: Hon James Rolph, Jr., Mayor of San Francisco.

San Francisco.

Magazine Group

Monday Afternoon, June 27 Opening 2:00 P. M.

Presiding: Earle L Townsend, The Spur, New York. Chairman, Magazine Group, Advertising Club of New York

Co-operation between Newspapers and Maga-zines—Gilbert T. Hodges of the Ex-ecutive Board of the New York Sun and the "Munsey Magazines"; Presi-dent of the Advertising Club of New York

dent of the Advertising Club of New York.

The Importance of Magazine Advertising; the Appreciation of an Advertiser—Gilbert H. Durston, Advertising Manager, Mohawk Carpet Mills, Amsterdam, New York.

Some Remarks from an Editor and Publisher—Joe Mitchell Chapple of Boston.

Advertising Fifty Years Ago—Charles H. Stoddard, Western Director of the Frank A. Munsey Company, Chicago.

Fifteen Minutes for General Disension—Led by Robert L. Johnson, Advertising Manager of Time and President Magazine Club of New York. Assisted by Eliott Odell, Eastern Advertising Manager, Needlecraft.

Graphic Arts Department Ball Room, Adams Hotel Monday Afternoon, June 27 Opening 2:00 P. M.

Opening 2:00 P. M.

The Part Printing Plays in Financial Advertising—Clinton F. Berry, Assistant Vice-President, Union Trust Company, Detroit, Mich.

Freezing Onto Business—Gordon W. Kingsbury, Director of Advertising, Kelvinator, Inc., Detroit, Mich.

Ethics of Typography—James O'Shaughnessey, Executive Secretary, American Association of Advertising Agencies, New York, N. Y.

Business and Advertising—Francis H. Sisson, Vice-President, Guarantee Trust Company of New York, N. Y.

Direct Mail Advertising Association Ballroom, Brown-Palace Hotel Monday Afternoon, June 27

Selling One Out of Four Farmers—C. R.
Lawson, The Potts-Turnbull Company,
Kansas City, Mo. Discussion.
Advertising Everybody Can Do—Robert E.
Ramsey, President, Robert E. Ramsey
Organization, New York, N. Y. Discussion.
4 Clinic on Business Letters—Victor Klebba,
Vice-President, Superior Advertising
Service, Chicago, Illinois.
Adjournment.

[CONTINUED ON PAGE 74]

TRENDS and INDICATIONS

[Apologies to Dorrance,] Sullivan & Co., Inc.]

- —a gain of over six thousand lines of commercial advertising for the first five months of 1927.
- -in second place in radio advertising.
- —in second place in automobile advertising.
- -in second place in tire advertising.
- --in second place in house furnishings and equipment advertising.
- -in second place in tractor advertising.
- -with a gain on all above classifications.
- —the one national farm paper that fits best on all national magazine lists. (And needed, too.)
- —more than five hundred building plans sold to subscribers since the first of the year. Indicating big market for building materials and supplies.
- —35,000 letters from subscribers in answer to a feature story in January issue. Indicating tremendous reader-response.
- -one of the first national farm papers

- to feature moving picture department to meet intense interest in "movies" by farm folks.
- outstanding leadership in radio news and service to readers.
- -first national farm paper to offer four color covers in highest grade printing.
- —mere circulation in "better than average" counties in the thirteen Middle-western States than any other national farm paper.
- -less duplication of circulation with any other national farm paper.
- —leadership in circulation in the territory we claim to cover. (Not all nationals can prove this point.)
- —covering a section of the country that is predominantly rural and rendering a service to the farmers of this rich section based on close, personal contact a service which cannot be equalled by national farm papers originating in the east.

Sell this Territory thru

M. L. Crowther Advertising Manager Graybar Bldg., New York City

M. L. Crowther Advertising Manager Graybar Bldg., New York City

The Company of the City of the

Circulation 815,000

Published at Topeka, Kansas, by Arthur Capper

From a Copy-Chief's Diary

"AY 2—I sometimes wish my friends weren't quite so desirous of being helpful. There are four of them whom I can count on for at least three visits each per year to present me with grand and glorious advertising ideas. The least effort ever expected of me is to dislodge some long established agency connection in order to get the new idea into printfrom that all the way up to organizing an association to finance the requisite advertising campaign. It was C. W. N. today with a revolutionary idea which, in time, would compel all financial advertising to head into our office. He was willing to organize a new department to handle the volume. I never quite dared not to listen to these hunches—they're too fraught with the possibility of a really feasible one developing some day.

MAY 3—The spring bug again bit deep today. Instead of searching for business-revolutionizing ideas, my mind harped back to a rotogravure picture of some weeks back, showing four girls carrying placards reading "Stop roaming. Try Wyoming." As a result, I kept coining slogans for other States, such as "Yield to the mania for Pennsylvania"—"It's horrida than Florida"—"Why, oh, why, oh, leave Ohio?"—"Let Georgia gorge you"—"Seeking joy? Oh, boy! Illinois!!"—and others also. Spring has its poisonous aspects.

May 4—A real prospect came into the office today, and I certainly hope he picks us. He knows copy and I think he'd be an inspiration to work with and for. He sat down and studied our conv on eight of our accounts for which he knew the markets and made keen comments in every instance. Then he made extended visits in each other department, investigated our inside systems thoroughly and left nothing uninvestigated. He even told us the difficulties we would face if we landed his business. His explanation was that he was "through with buying salesmen's personalities and general reputations and this time was going to buy an organization as

nearly glove-fitted to his needs as he could locate within a reasonable distance of his place of business." Said he wouldn't decide before the end of June and the new agency's work would not be appearing anywhere before November. When more advertisers select on that basis, account turnover will become negligible.

MAY 5—Markham of The Silsby Co. came into the office this morning to talk while Mrs. M. did some shopping for house-furnishings. Said he was more interested in telling us about the additions to the S. line which will be ready for the fall trade. After which Garland and I took them to lunch and were scolded by Mrs. M. for keeping him so long when she needed time to sell him an Oriental rug she wanted for the living room in their new home.

MAY 6—Gillespie made up for his acid comments during his last visit to the office with a letter of sweeping praise for the first finished advertisement of the new series. And Dorgan stood out in contrast with a nasty kick on a two-day delay in delivering a rush job of printing on which Griggs had done almost the impossible in getting it out this week. G. will will never sit up nights again for Dorgan.

MAY 7—Coleman looks better every day. His B-P copy, submitted to-day, put the quietus on our neighbor's efforts to dislodge the account. (B. P. said frankly that it would have been all over for us had we kept Edmunds on their job.) The way Coleman is taking hold at Silsby is making a hit with Markham. Continental is his hardest problem—he isn't yet accustomed to their super-caution and it wears on him.

MAY 9—Longman landed back at his desk today from his sickness. Looks fine, feels rested and is on his toes again. Wanted all the latest gossip and all the news about Anson, DeK, Electa, et al, and was full of a new slant on the

latter which he can't wait to submit. He's a pleasant tonic to an organization that has been through a driving winter and needs the vacations that are coming.

MAY 10—All-day session with Baring, who had their district sales managers in to discuss policy changes.

MAY 11—Longman had some first drafts ready today on his new Electa idea. I'm gradually getting round to the view that he is on the track of something better than the past appeal, but it isn't right yet. His enthusiasm makes it hard to remain judicial.

MAY 12—Griggs asked to be relieved of Dorgan account. Offered to handle any two other accounts and stay down nights if necessary. Asked him to stick it out one month more and authorized him to be as hard-boiled as they. He cheered up instantly.

MAY 13—Our very desirable prospect returned today with four intelligent questions for us to answer. Says the field has narrowed to three.

MAY 14—Fixed definite vacation dates for the department.

MAY 16—Longman has finally struck it for Electa. What Electa's first reaction will be is hard to tell, but the company wives who have been used as testers unanimously approve it. One said, "Who's the woman that wrote this?"

May 17—Drove to Silsby plant with Coleman to see first samples of new line. Brought one each back for Jansen's use in designing labels and counter display package.

MAY 18—A day of interruptions—nothing of importance.

MAY 19—Anson's first taste of advertising—and results—has ap-[CONTINUED ON PAGE 87]

THE PROOF OF THE PUDDINGS.

LD-FASHIONED palate-tickling recipes for everything from mock-turtle soup to strawberry mousse were received from SMART SET'S youthful audience in response to a small prize offer which appeared once on a left hand page in the front section of the magazine.

That these readers—1,638 of them—took the trouble to write and send in their favorite recipes proves conclusively that they possess a keen interest in their homes, in foods, in cooking.

At the same time, it is astonishing that the great preponderance of these recipes had their origin in past generations, even in foreign lands. Apparently, SMART SET'S youthful audience, not heretofore habitual magazine-readers, have not had the opportunity to benefit by the more modern advertised conveniences and food preparations.

A new food market—buyers also of furniture, kitchen appliances and utensils, floor coverings, linens and labor saving devices—in short, they are buying everything to make themselves and their homes more interesting, more beautiful.

SMART SET, published "for the 4,000,000 not the 400," reaches this new buying market, the younger element, buyers for the next 40 years.



Stories from Life

119 West 40th St., New York Chicago Adv. Office, 360 N. Michigan Ave.

The 8pt. Page Odds Bodkins

READER sends me a memo about the afternoon tea served to passengers on the C. & E. I., informing me that the Chicago & Alton goes the C. & E. l. one better; that between four and five each afternoon tea is served on the Alton Limited by a Japanese maid, the service being complimentary. And on the back of the tea invitation slip is a list of books forming a free lending library maintained in the observation lounge car—a library of eighty-six volumes carefully selected for travel reading.

I wish the Eastern roads would take up this idea, not merely of serving tea on through trains, but also of serving complimentary breakfasts on the morn-

ing commuters' trains!

Speaking of commuters' trains reminds me of an interesting development in Middle West commuting. Within the past two or three months the Chicago and Northern Railroad has changed two of its trains running between Milwaukee and Chicago so that they now start from northern Milwaukee suburbs instead of from the city station. It is estimated that there are from 500 to 600 living in these suburbs, ninety miles from Chicago, who work in that city.

If this keeps up the railroads will have to put sleeping cars on their commuting trains!

—8-pt.—

I don't know why, but all day today I have been thinking of two characters who played in "Just Married," a comedy which made a big hit in New York three or four years ago. One afternoon I saw the performance from abehind the seenes. While I was interested in the mechanics of the play, these two characters made the most lasting impression.

One was a man, who sat out in the alley smoking a pipe most of the afternoon. The other was a woman, dressed for an ocean voyage, who sat off in a corner of the stage reading a novel.

Just about every so often during the performance, the woman would close her novel and saunter to the "wing-side," as it were, and the man in the alley would park his pipe on the doorsill and saunter in and join her. At their cue, he would take her by the arm and together they would stalk grimly across the stage (the setting was a steamer deck) as a take-off on the demon promenadors that are to be

seen on any steamship. Not a word did they speak, just hurried silently across the stage. Reaching the other side, they parted, the woman going back to her novel and her companion to his pipe in the alley, their brief turn having left the audience roaring.

I learned afterward that, under another name, the play had failed when first produced, and this promenade burlesque was one of the sure-fire laugh producers that the play doctor had put in that saved it.

Advertising needs more of this surefire treatment. There is too much trying and not enough knowing.

—8-pt.—
This business of reviewing books is expensive. I had no more than started to read Richardson Wright's "Hawkers and Walkers in Early America" (Lippincott) than I had to buy copies to send to four friends. At \$4.50 per copy.

This book, "wherein is set forth an account of strolling peddlers, preachers, lawyers, doctors, the circus, players, artists, dancers, rivermen, vendors and others," is quaintly fascinating. And to the sales manager or advertising man it has a certain significance, too, for it reveals the humble beginnings of American selling.

The salesman who thinks his sample trunks are a nuisance, or his sample case a bother, may take comfort from this illustration from the book—



showing how some of the early "salesmen" carried and displayed their wares. In order to attract attention, they were obliged to be their own display advertisements; in order to "deliver the goods," they had to "tote" them; and in order to live, they had to sell just what they had on hand, or, more accurately speaking, on head.

Yes, I think "Hawkers & Walkers" is a good book for advertising men and salesmen to read.

—8-pt.— Willard Meyers of Meyers and Golden sends me a Rust Craft advertisement from *The Gift and Art Shop*



which he says every advertising man ought to wish he had written.

Our line isn't entirely perfect.
Sometimes there are flaws
in our manufacturing.
Once in awhile our service falls down.
Our selling helps do not always sell.
Our house organ, The Rustler,
runs out of wind at times,
but, who's right all the time?
The fact remains
that Rust Craft merchandise sells
and pays a big profit,
due to quick turnover.
Are you using Rust Craft goods?
If not, let's get together.

Having bought and sold a considerable volume of Rust Craft merchandise in the early days of the company, when I was buyer for a mail-order gift business, I can testify that this advertisement is true, line by line. In other words, it's an honest reflection of an honest business, and as such inspires confidence.

—8-pt.—

Think over this paragraph from Mark Sullivan's "Our Times":

"As democracy in America had expressed itself, the period 1900-25 is unparalleled in the importance of the rôle played by the average man. He was the principal spectator; indeed, he was the whole audience. He not only watched the performance, but largely determined the actions of those who from time to time were upon the stage, regulated the length of their tenure in the spotlight, retired them to the wings or summoned them back. It was his will or his whim, his applause, his disapproval or his indifference, that dictated the entrances and the exits. He himself was one of the performers -was, in fact, the principal performer in a more fundamental sense and more continuously than any of the actors; for the drama consisted essentially of the reactions of the average man to the actors, and of the actors to him. This average man, this audience, was also in a true sense the author and the stage manager. In short, he was, as he himself would express it, "pretty near the whole show."

I wonder: Is the "average man" going to play anything like as important a rôle in the second quarter of this century? I'm not so sure. Science and mass forces may alter life considerably

in the next ten years.

MILWAUKEE—First City in Diversity of Industry!

Breaking All National Lineage Records in May!

THE stable prosperity of the Milwaukee-Wisconsin market is attracting national advertisers in ever-increasing numbers to this rich territory. And they consistently concentrate the bulk of their appropriations in The Milwaukee Journal alone for maximum results at one low cost per sale—

A New High Single Month Record!

In May 1927, The Milwaukee Journal printed 553,156 lines of paid national advertising—exceeding by 60,612 lines its own high record volume for a single month.

A New High Week-Day Record!

On Friday, May 27, The Journal's volume of 25,068 lines of paid national advertising broke all previous high records for any regular week-day issue.

A New High Five Month Record!

During the first five months of 1927 The Journal printed more paid national advertising than in any similar period in the history of this newspaper.

25% Over Two Other Papers Combined!

The Journal printed 25 per cent more paid national advertising during the first five months of this year than the other two Milwaukee papers combined!

You, Too, Need Only One Paper Here!

No other paper is needed for thorough coverage of the prosperous Milwaukee-Wisconsin market. The Journal is read regularly by more than four out of every five families in Greater Milwaukee and in the better class homes throughout Wisconsin. Build *your* sales through The Milwaukee Journal alone!

THE MILWAUKEE JOURNAL FIRST BY MERIT

WISCONSIN-First State in Value of Dairy Products!

Getting Farm Business Today

[CONTINUED FROM PAGE 20]

burn Crosby Company, Quaker Oats Company, etc. Advertising foods to the farm family may seem like carrying coals to Newcastle, but while it is true that farmers raise a large percentage of the food that they consume, it is equally true that the farm is one of the best markets for food.

But to return to the country woman, She is a very much better prospect for the manufacturer today than she was a few years ago. Until recently farmers in many parts of the country put their money into barns, outer buildings, machinery, and the purchasing of more land. It was a common sight in the Middle West to see magnificent barns surrounding a dingy little dwelling house. The live stock received the benefit of the first improvements to be made. The farmer and his family did not improve their own standard of living until the business end of the farm had received all the attention it needed. The old school of farmers never could get enough land. Most of the memories I have of my grandfather, who was a pioneer Minnesota farmer, have to do with his buying of land. It seemed to me that he was always considering the purchase of another "eighty" or "hun-

Those old-time farmers should not be blamed for their land mania. They were able to buy land cheap and in a few years had the satisfaction of seeing it worth several times what they paid for it. At that time the buying of land was an easy way to make money.

It was the collapse of the post-war boom in 1920 that put a stop to land buying. During that boom the land that my grandfather and others of his generation had bought at figures ranging from ten to fifty dollars an acreduring the 70's, 80's and 90's, was selling for several hundred dollars an acre. It wasn't worth the price. No crop could be raised on it to justify any such valuation. Inevitably the boom had to crash. It was a good thing it did, although it caused a lot of hardship until the country adjusted itself to the change.

THE farmer has learned his lesson. He now sees that he has enough land. He appreciates the fact that he can make better headway by improving the land he has and by adopting a higher standard of living than he could were he throwing his earnings into the annexion of additional acres of dubious value. Hence, for the last five or six years, farmers have been more inclined to put their profits into comforts, conveniences and even luxuries, such as a trip to California or Florida in the winter. Where the rural male did not take this stand of his own accord, his more Enlightened Half insisted that he take it. All she has to do now is to remind him of the \$4400 he lost in 1920 and Congoleum, Nesco, Delco and Sheetrock are hers.

Scarcely a move is made on the place, from the digging of a post hole to the purchase of a new harvester, that is not made a matter of family discussion. If

the city business man buys a new machine or hires a new salesman, the chances are that he does not discuss the venture with his wife. Kin Hubbard dedicates his latest book as follows: "To My Wife: Who Doesn't Care What I Write, So Long as I Write." That is the attitude of the average city woman. But the farm woman does care. She is her husband's partner. She helps him directly in the management of the enterprise, works just as hard as he does, and naturally feels that she is entitled to her share of the proceeds. She contends that she should be consulted at least as regards the spending of profits.

That being the situation, it is up to the manufacturer to recognize it in his selling. The time is not far distant when advertisers will be telling the farmer's wife that, by installing their silos or buying their cattle feed, so much more money will be made that it will be possible for her to get all those conveniences for the home on which she has set her heart. To a certain degree that slant is being employed already in selling to the farm family. Certainly it is no longer possible for a manufacturer to conduct a successful campaign to only one member of the farm partnership. He has to get his message to both members if he wants to do a profitable business on the

A NOTHER point that should be remembered in selling to rural residents is that the farmer's wife has an inferiority complex, although she would not recognize her failing by that name. Perhaps she doesn't even know that she has this failing. But she has and she has caught it from her husband. The farmer is a born pessimist. He usually takes a down-in-the-mouth attitude toward everything. The weather, crops, prices, the hired man are never right.

If we were to believe all the political propaganda to which we have been listening for several years, we would expect the farmer to be as poor as a church mouse—certainly, too poor to buy anything. Now I don't deny that the farmer has grievances. He has troubles, and plenty of them. Taxation is burdensome. The prices of the things the farmer sells have not kept step with the prices of the things that he buys. The question of finding a market for surplus crops is a grave problem. There are other matters against which the farmer has a just kick.

But the farmer is not as badly off as he thinks he is. Even during the hard years through which he has been passing, the average farm income has been well above \$2000. Since the average is this high it is easy to conclude that thousands of farmers have been producing yearly incomes of \$4000, \$5000 and \$6000. Here is the average income per farm of certain counties in the United States, selected at random:

Chambers County, Alabama. \$1,894 Apache County, Arizona. 3,429 Arkansas County, Arkansas. 4,201

Colusa County, Cal\$1	15,809
Crowley County, Colo	2.963
Tolland County, Conn	2,453
Baldwin County, Ga	1,959
Bingham County, Idaho	4,379
Champaign County, Ill	5,144
Clinton County, Ind	3,301
Benton County, Iowa	4,796
Barton County, Kan	4.893
Mason County, Ky	2.159
Dodge County, Minn	3,586
Gloucester County, N. J	3,756
Livingston County, N. Y	3,496

S PACE does not permit a more extended list. Enough has been given to show that the American farmer is not as poor as we have been led to believe. Furthermore, those figures do not tell the full truth about the farmer's purchasing power. It is a well authenticated fact that a farmer's income has at least fifty per cent more purchasing value than a similar income in the city. The reason for the difference is that the farmer raises much of the food for his family. He also produces all or part of his fuel supply. He has no rent to pay as his residence is a necessary part of the farm property. An \$1800 income on the farm is as good as a \$3000 income in the city. How many city families regularly make \$3000 a year? Look up income tax statistics and you will find that the number is very small.

From this analysis, it is apparent that, financially at least, the farm family is better off than the average city family. The farm family has more money to spend for merchandise other than bare necessities than has the family living in the urban community.

Does the farm woman know this? She certainly does not. She works her inferiority complex so hard that she believes her sister in the city is vastly better off. It is true that the city woman may not work so hard and may spend more money, but she spends the bigger end of her income for things that the country woman is able to pick from her own vine and fig tree.

Is it necessary to prepare special copy for the woman who lives on a farm? No, it is not. All that is necessary is copy that is true to the average life. The farm woman is interested in the same things that the city woman is. The automobile has placed a city or a large town within a half hour's traveling time to the farm districts. The automobile makes it possible for any farm woman to run into town to see a movie, attend a church social, to get a book from a library or to have tea with a friend. Recognizing this fact, the Paramount Pictures Corporation has been using farm papers regularly.

The automobile has also made it possible for farm women to dress better. When driving with a horse and buggy or wagon, it was difficult to keep clothes in condition. The closed car is in use in the country as well as the city. With the car, the farm women can

now ride to town in luxury.
Of course, there are many different
types of media which an advertiser can
use in reaching the farm market. In
selling merchandise for the business
end of the farm, the use of regular



International Harvester Company, and by Ellis Chadwick of the J. l. Case Threshing Machine Company.

Big Demand for Implements

It is estimated that the farmers in the 7-state area surrounding Kansas City will buy, this year, implements and tractors to the value of 55 million dollars.

Cheering as these facts are to all concerns doing business directly with farmers, they are equally important to general commodity manufacturers.

More than any other metropolitan city, Kansas City rests upon a foundation of agriculture. Wheat, corn and livestock are the principal sources of Kansas City's wealth. Kansas City is the greatest primary wheat market and the world's lawart willing ket and the world's largest milling center.

is a reflection of agricultural pros-perity. It means that the farmer's credit is good. It means that he is confident. It means increased acreages, increased production, a stronger tone throughout the whole financial and industrial structure of the South-

Meet Opportunity Full Front

Such a combination is adequate advertising. It is meeting opportunity the full way. The Weekly Star, with more than half a million paid-in-advance circulation, is the largest farmer's weekly in the world.

Advertisers who use The Daily Star and Weekly Star or The Sunday Star and Weekly Star are allowed a special discount of 25 per cent from the already low advertising rates for The Weekly Star.

Ask about Daily-Weekly and Sunday-Weekly combination, complete coverage of a great prosperous empire at low daily newspaper advertising rates

THE KANSAS CITY STAR The Meekly Kansas City Star.

New York Office, 15 East 40th St.

Chicago Office, 1418 Century Bldg.



In Mahomet's fashion

Have you not wished at times that you could personally conduct your prospects through your plant, pointing out to them the efficiency of your methods, the quality of your materials, the skill of your workmen, the great care exercised throughout?

If prospects are too distant, too busy, why not, in the fashion of Mahomet, take your plant to them?

That you can do, dramatically and forcefully, with the aid of direct advertising.

To a discussion of this problem of selling your manufacturing to logical prospects, we will bring, at your request, a breadth of experience and a specialized knowledge.



EVANS-WINTER-HEBB Inc. Detroit 822 Hancock Avenue West

The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Aualysis • Plan • Copy • Design • Art • Engraving • Letterpress and Offset Printing • Binding • Mailing

agricultural media is imperative. In advertising to the home side of farm life, it is well to use the agricultural press also, to supplement other media which may be employed. There are obvious reasons for this.

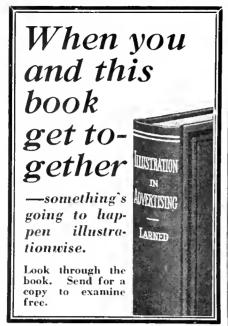
For instance, the farm family eatsmore heartily than do city folks. Breakfast is served at six, dinner at noon, and, in summer, supper (this meal still survives in the country) generally about eight o'clock. In many places a lunch is served in the morning and afternoon to the men in the fields. This means that the farm women will buy larger packages of food than it is possible to sell the city cliff-dweller. When the Sun-Maid Raisin Growersbrought out a four-pound package of raisins they found a tremendous market for it on the farm. That big package looked good to the hearty-eating farmer. More than twenty-five per cent of all meals served in the towns and cities are served in public eating places, but the farmer does most of his eating at home.

THERE are other aspects in which the farm market is different. Eighty-five per cent of all surfaces that should be painted in the cities are inside surfaces. In the country the reverse is true. In the city most painting is done in the spring. The farmer does as much painting in the fall as he does in the spring. Because of apartment-living, home-preserving is rapidly declining in the city. There is just as much home-preserving in the country as ever. The farmer is class-conscious about many of the products he uses. He likes to buy tools that are sold to him as good tools for farm use. He is insulted when an overalls manufacturer bids for his business by showing him a picture of a railroad engineer wearing the overalls. The farmer feels that, if his business is worth anything at all, the manufacturer should be at least willing to grant him the courtesy of soliciting him as a special market. He cannot feel that he is being regarded as very important when he is bunched with firemen, machinists and others.

In the agricultural press, it is not necessary to prepare special copy for a product, unless its use is peculiar to the farm. It is well to run a word or two, however, to indicate that the appeal is being made to people living on a farm. Wrigley accomplished this by showing a silhouetted character, holding a pitchfork, in the act of taking a piece of gum. The Association of Carbonated Beverage Bottlers do it by saying "when you're hot and tired, during a hot day in the field," etc.

One more point about selling to farmers and I'm through. Many farm eampaigns do not achieve the results that they should simply because the advertising was not properly merchandised to the retail trade and to the traveling salesmen. This is important. Some farm paper publishers are overcoming the objection by getting out trade supplements. A publisher of a sectional farm paper gives a free subscription to his paper to all salesmen covering the territory in which his publication circulates. Several agricultural advertisers are using color and are sending broadsides containing these advertisements to the trade. Trade paper advertisements are being used by others to merchandise the farm campaign.





LARNED'S

Illustration in Advertising

ges, 6 x 9, 212 illustrations, \$4.00 net, pastpaid.

 $T^{
m HIS}$ book explains the methods, principles and possibilities of illustrations in meeting the requirements of modern advertising.

ments of modern advertising.

The characteristics of different treatments are fully explained. The technique employed, the advantages and disadvantages, the effects, the limitations, the psychology, the many and varied uses of dozens of illustrative methods are described in detail.

Practically every type of advertising effort—as reflected in magazines and newspapers—is given attention. The book has valuable data on everything from a one-time insertion right through to a seasonal eswipalgn or a continuous advertising program.

It indicates thoroughly the hundred and one different ways in which illustrations can be brought to the aid of sales.

Some Special Topics

- —how to secure individuality:
 —how to use white space;
 —how to use white space;
 —how to use photographic illustrations;
 —how to use photographic illustrations;
 —how to infect life into inanimate products;
 —how to employ black treatments;
 —how to feature a trade mark;
 —how to use woodcut technique;
 —how to use negative illustrations;
 —how to outline technique.

Examine It for 10 Days

Let us send you a copy of this book for free exami-nation. Look through it with some advertising problem of your oven in mind. Send the coupon now-exami-nation is free.

Examine this book for 10 days FREE							
McGraw-Hill Book Co., Inc. 370 Seventh Avenue, N. Y. Send me Larned's ILLUSTRATION IN AD- VERTISING, \$4.00, for 10 days' free exami- nation.							
I will return the book, postpaid, in 10 days or remit for it then							
Name							
Address							
City State							
Position							
Company							

How I Got My Start in Advertising

[CONTINUED FROM PAGE 22]

lead women to buy. Let me try my hand. In three days I will hand you a book to compete with it, based on knowledge of our problems."

Mr. Judd smiled, but consented. During the next two mights I did not sleep at all. On the third day I presented a pamphlet which caused all to decide against Powers. He sued them for his fee, but on my pamphlet they fought and won the suit.

The carpet sweeper business was then in its infancy. Users were few and sales were small. On the strength of my pamphlet I asked for permission to try to increase the demand. Christmas was approaching. On my night's pacing of the streets I had thought of the idea of a sweeper as a Christmas present. It had never been offered as such. I designed a display rack for exhibit. I drew up cards, "The Queen of Christmas Presents." And I went to the manager and asked his permission to solicit trade by mail.

E laughed at me. He was an exsalesmen, as were all of our directors. He said, "Go out on the road and try to sell sweepers. Wherever you go you will find them covered with dust, with dealers ready to give them away. The only way to sell a new lot is to use a gun. Get a man in a corner and compel him to sign an order. When you talk of selling such men by letter, I can only laugh.'

But the pamphlet I wrote had won his respect. He consented to try a few thousand letters. So I wrote and told the dealers about our display racks and our cards. I offered both free for Christmas, not as a gift, but as a reward. Not then, or ever since, have I ever asked a purchase. That is useless. I have simply offered service. I required a signed agreement from the dealer to display the sweepers on the rack with the cards I furnished. This made him solicit me.

I sent out some five thousand letters. They brought me one thousand orders, almost the first orders we had ever re-ceived by mail. That was the birth of a new idea which lead me to graduate from the expense account to the field

of money earners.

Even then I had no courage. I did not dare to enter the business-getting field without an anchor to windward. That, again, was due to mother. So I decided to devote my days to these new adventures, and my nights to work on the books. Thus I continued for long. Very rarely did I leave my office before midnight, and I often left at two in the morning

As a boy 1 had studied forestry. gathered samples of all the woods around me and sent them to other boys for exchange. Thus I accumulated scores of interesting woods. This little hobby of mine led directly to my next merchandising step.

I conceived the idea of offering Bissell Carpet Sweepers in some interesting woods. If my Christmas idea had excited ridicule, this excited pity. asked them to build Bissell carpet sweepers in twelve distinguished woods. one in each wood to the dozen. I wanted them to run from the white of the bird's-eye maple to the dark of the walnut, and to include all the colors between.

That aroused real opposition. As I have said, all the directors of the company were ex-salesmen. One was the inventor of some new devices and was a power to be regarded. He said "Why not talk broom action, patent dumping devices, cyco bearings, and the great things I have created?

"I am talking to women," I replied.
"They are not mechanics. I want to talk the things which they will understand and appreciate."

They finally let me do that as a concession. Since I had done what they deemed impossible and sold sweepers by letter, they could hardly refuse me a reasonable latitude. They agreed to build 250,000 sweepers, twelve woods

to the dozen, for me.

While they were building the sweepers, I arranged my plans. I wrote letters to dealers, in effect as follows: "Bissell carpet sweepers are today of-fering twelve woods to the dozen—the twelve finest woods in the world. They come with display racks free. They come with pamphlets, like the enclosed, to feature these twelve woods. They will never be offered again. We offer them on condition that you sign the agreement enclosed. You must display them until sold, on the racks and with the cards we furnish. You must send eut our pamphlets in every package which leaves your store for three weeks." I offered a privilege, not an inducement. I appeared as a bene-factor, not as a salesman. So dealers responded in a way that sold our stock of 250,000 sweepers in three weeks.

ET us pause here for a moment. tising. It was my first success. It was based on pleasing people, like everything else I have done. It sold, not only to dealers, but to users. It multiplied the use of carpet sweepers. And it gave to Bissell sweepers the practical monopoly which they maintain to this

Other men will still say, "I have no such opportunity. My line is not like that." Of course it isn't, but in all probability it offers a thousand advantages. No man is in any line that is harder to sell than carpet sweepers were in those days. I care not what it The usual advertising was impossible. A carpet sweeper would last ten years. The profit was about one dol-lar. Never has anyone found an ordinary way to advertise profitably an article of that class.

No young man finds himself in any field with similar opportunity. Any man in a bank, a lumber effice, a tire



How to Get Your Full Share of the Increased Business in Iowa



Up-to-date, accurate information on the Iowa market has been condensed into a 32-page book. If you do business in Iowa, you'll be interested in reading it. Free to executives on request.

BUSINESS follows income and the marked increase in Iowa's agricultural and industrial income during the last twelve months is bringing a corresponding increase in Iowa's commercial activity.

Get your share of this increased business. Get it through intensive sales effort, backed by newspaper advertising in Iowa's trade centers.

The sales value of such advertising has already been established. Merchants themselves are using it. They know from experience that local newspaper advertising will help them move your merchandise.

That is why men who understand the Iowa situation regard newspaper advertising in these twenty-one key cities as necessary in securing their full share of the increased business from the rich lowa market.

IOWA DAILY PRESS ASSOCIATION

Davenport, Iowa

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Rapids Gazette
Centerville Iowegian &
Citizen
Council Bluffs Nonpareil
Davenport Democrat &
Leader
Davenport Times

Dubuque Telegraph-Herald and Times Journal
Fort Dodge Messenger & Chronicle
Fort Madison Democrat lowa City Press Citizen Keokuk Gate City Marshalltown Times Republican Mason City Globe-Gazette & Times

Muscatine Journal & News-Tribune
Oelwein Register
Oskaloosa Herald
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune



YOUR DEALER

will advertise your products if you only

Show Them How

Furnish them with Dealer Helps that really produce results. Give them the kind of display material that ties up with your publication advertising at a point where sales are actually made.

Counter Merchandisers

Dealers gladly place Multiplex Merchandise Racks on their counters where they serve as Silent Salesmen and advertise your merchandise. All Multiplex Dealer Helps are specially designed to meet individual requirements.

Window Screens

Remind consumers of your merchandise and bring them into dealers' stores with Multiplex Window Display Screens.



These substantially constructed screens are more economical than window printed or lithographed screens because they can be used time and again with seasonable posters.

Literature Racks



Multiplex Literature Racks are used by hundreds of advertisers to keep down waste and increase the efficiency of distributing folders, pamphlets and booklets.

Get This Book

"How We Dis-tribute Dealer Helps" is written by five prominent advertisers. Tells you how others get greatest value from the advertising dollars they spend. Mail coupon for your copy.



CLIP THIS COUPON

MULTIPLEX DISPLAY FIXTURE COMPANY

917-927 North Tenth Street, St. Louis, Mo.

Please send me without obligation my copy of "How We Distribute Dealer Helps."

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Name																	,								,				٠	٠	
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concern or a grocery has a far better opportunity than I had. The only difference lies in his conceptions. I felt that clerkship was an expense, and expenses would always be minimized. I was struggling to graduate into the profit-earning class where no such limit exists.

My success with the twelve woods gave me great prestige. Then I sought other unique ideas. I went to Chicago and saw a Pullman car finished in vermilion wood. It was a beautiful red wood. I went to the Pullman factory and asked them about it. They told me that the wood came from India, that all the forests were owned by the British Government, that the wood was all cut by convicts, then hauled to the Ganges River by elephants. The vermilion wood was heavier than water, so a log or ordinary wood was placed on either side of each vermilion log to float it down the river.

That gave me the idea of an interesting picture. Government forests, convicts, elephants, the Ganges. On the way home I visualized that appeal.

But I returned to realities in Grand Rapids the next morning. My employers there had no conception of Government forests, Rajahs, elephants, etc. They had perfected a new dumping device.

So I argued long and loud. I asked them to order a cargo of vermilion wood. They laughed. Again they said that sweeper users were not buying woods, that they wanted broom action, efficient dumping devices, pure bristle brushes and so forth. What folly! One might as well discuss the Einstein theory with an Eskimo.

But my successes had brought me some prestige, and I finally induced our people to order for me the single cargo I desired. While waiting for it I prepared my campaign. I had letter-heads lithographed in vermilion color. envelopes were vermilion addressed in white ink. I printed two million pamphlets with vermilion covers and a Rajah's head on the front. The pamphlet told a story intended to arouse curiosity, to bring women to see that wood. No other activating factor Pictures compares with curiosity. showed the forests, the convicts, the elephants, the Ganges River and the Pullman car. One hundred thousand letters were printed to offer this wood to dealers.

AFTER some weeks the wood arrived in the shape of rough-hewn timbers. A few hours later Mr. Johnson, the factory superintendent, came to me with tears in his eyes. "We tried to saw that vermilion wood," he said, "and the saw flew to pieces. The wood is like iron. It cannot be cut. That whole cargo is waste.'

I said, "Brace up, Mr. Johnson. Wo all have our problems to solve. They told me I could not sell carpet sweepers by letters, but I did. Now you, as a factory expert, cannot afford to fall down.

He cut up the logs in some way with a cross-cut saw. Then he came with a new complaint. He could not drive a brad in the wood, so he saw no way to

build a sweeper with it.

I said, "Johnson, you annoy me.
Come take my desk and try to sell
those sweepers and I will go and make them. Bore holes for your brads.'

But the storms were gathering for

me. Manufacturing had almost stopped. The cost of the sweepers was mounting. So I had to make the concession of offering only three vermilion wood sweepers as part of each dozen, and the rest in ordinary woods.

Soon I was ready to mail the letters.

They did not urge dealers to buy the sweepers. They offered the privilege of buying. Three vermilion wood sweepers would come in each dozen if orders were sent at once. The dealer could sell them at any price he chose. But never again could he obtain Bissell sweepers built in vermilion wood. The only condition was that the dealer must sign the agreement enclosed. He had to display the sweepers until sold, had to display the cards we sent him, and had to enclose our vermilion pamphlet in every package which left his store for three weeks. Thus again I placed the dealer in the position where he was soliciting us.

The response was overwhelming. The Bissell Carpet Sweeper Company made more money in the next six weeks than they had made in any year before. They had vastly increased the number of dealers handling carpet sweepers. And they had multiplied the interest of women in a device which was then

in but limited use.

AFTER that I gave up my bookkeeping and devoted my time to selling. I sold more carpet sweepers by my onecent letters than fourteen salesmen on the road combined. At the same time our salesmen increased their sales by having new features to talk. Thus Bissell Carpet Sweepers attained the position which they hold today. They came to control some 95 per cent of the trade. The advertising was done by the dealer. The demand grew and grew until the Bissell company became, I believe, the richest concern in Grand

My business was to devise three selling schemes a year. They all referred to finishes and woods. I found a man, for instance, who had patented a method of coloring veneers. The coloring liquid was placed on the under side. It came through the vencer wherever the ends of the grains showed on top, creating a weird and heautiful effect. I gave the resulting wood a coined name and enclosed samples in my letters.

Again, I offered to supply dealers three gold-plated sweepers as a part of each dozen, exactly the same as we exhibited at the World's Fair in Chicago. Thus I placed thousands of World's Fair exhibits in windows the country

But in two or three years I found myself running out of schemes. There are distinct limitations to exciting varicties in carpet sweeper finishes. New ideas came harder and harder. I felt that I was nearing the end of my resources, so I began to look for wider fields.

Just at that time Lord & Thomas of Chicago first offered me a position. They had a scheme man named Carl Greig, who was leaving them to go with the Inter Ocean to increase the circulation. Lord & Thomas, who had watched my sweeper selling schemes, offered me his place. The salary was much higher than I received in Grand Rapids, so I told the Bissell people that I intended to take it. They called a directors' meeting. Every person on the board

had, in times past, been my vigorous opponent. All had fought me tooth-andnail on every scheme proposed. They had never ceased to ridicule my idea of talking woods in a machine for sweeping carpets. But they voted unanimously to meet the Lord & Thomas offer, so I stayed.

That, however, as I knew then, was but a temporary decision. I felt the call to a wider field, and the Chicago offer had whetted my ambitions. Soon

offer had whetted my ambitions. Soon after I received another and a larger

offer, and resigned.

In the third installment of his autobiography, Mr. Hopkins tells how he obtained the position of advertising manager for Swift & Company, the famous Chicago packers. Here he met with unexpected opposition which tested his resources as they had never heen tested before. How he put across the company's new product, Cotosuct, and thereby established his position, will be detailed in the June 29 Issue of Advertising & Selling. & SELLING.

Advertising Manager and Balance Sheet

[CONTINUED FROM PAGE 30]

The good-will item may appear to be The good-will item may appear to be a bit hard to define, but we have it on the authority of James J. Hill, the great railway man, that "a property is not necessarily worth only what it represents in the way of real estate, building and plant. Hard and fast rules of valuation cannot be applied. Goodwill and earning power must be reckoned in." The American Chicle Company was capitalized at nine or ten pany was capitalized at nine or ten times its tangible assets. So are many other enterprises today. Earning power, standing with consumers, the state of sales resistance and rate of growth of sales are the live factors today; but the only one of these that gets on a balance sheet with some cor-porations is good-will. Even if it is not on the balance sheet, through conservatism or local accounting policy, it is a certainty that the good-will item will be one of the greatest factors in valuation. How can one account, except through good-will, for the increase in valuation of the Postum Company in five years from 17 to 200 million dollars?

The relation of advertising expendi-The relation of advertising expenditure per annum bears definite relationship to the good-will item on a balance sheet. Certainly the practice of calculating every dollar of advertising expenditure into the good-will account would appear to be sound when it is recalled that for years back every sale of every well-known company, the good-will of which was paid for beyond the tangible asset appraisal, brought a price far beyond the advertising exprice far beyond the advertising ex-penditure. The price paid purely for Dodge good-will was approximately ten times the advertising expenditures for 15 years past. When Shinasi Bros. was sold some years ago, two millions were paid for good-will alone, which repre-sented about 10 years' advertising expenditure.

A study made of ten large consolidations showed that 60 per cent of the par value of securities issued represented intangible good-will value. It is true that the new "no par value" plan of stock has made somewhat untecessary the good-will item; but whether it is technically on the balance sheet or no it is right behind and ince sheet or no it is right behind and hrough the balance sheet. As the

if you're planning a campaign in Detroit with only one paper—to be consistent you'll have to send the salesmen out here on half-fare—and a salesman under 12 is foolish, like trying to cover the city without the **Detroit Times**



TRY THIS

Ponder a minute over the development of the particular drug store you patronize for your personal needs. No farther back than when you were introducing a safety razor to your upper lip, that drug store was a mere museum of medicine. Today it's a thriving merchandising mart.

What has happened to the drug store in your neighborhood has happened to the drug stores of the Nation. Drug store prosperity has been widespread. Indeed, it would have to be to enable the drug stores of the United States and Canada to sell \$1,300,000,000 of goods annually. That was last year's figure.

"IT'S FRAE, SANDY!"

Maybe you saw our arresting spread in a recent issue of PRINTERS INK. We mean the one that was labeled: "9540 druggists that cost you absolutely nothing."

The advertisement pointed out that DRUG TOPIC'S present advertising rates are based on our 1923 circulation of 43,256 whereas the current circulation is 52,796 (our advertisers are getting this extra circulation of 9,540 copies a month at no extra charge).

So far we haven't had any requests from Edinburgh advertising agencies asking us to distribute circulars to these extra 9,540 druggists without charge.

But then it takes a little while to get circulars printed.

DOING NICELY, THANK YOU!

Just as we are sending these powerful words on their rumble down through the corridors of time—

We are told that this week's advertising orders for DRUG TOPICS total 1791/4 pages.

The products covered by these orders range all the way from electric vaporizers to rubber patches—and include shaving cream, bottles, baby food, tooth paste, capsules, tonic, face powder, and sanitary specialties.

Schedules of varying kinds are outlinedfrom a solitary quarter page one time to an eight page insert every issue for a year.

**** UNSOLICITED, TOO.

One of the orders is an increase from a manufacturer who offers some words* of wisdom along with his new (and enlarged) advertising contract. And these they are:

*"We have passed the 25,000,000 bottle mark on (name on request) and it is going bigger and better than ever before. I thought you would be interested in this because we feel that your publication DRUG TOPICS is helping us as much as anything we have ever used "

He also says: "The manufacturer of a proprietary medicine or any product sold through drug stores, to my mind, makes a big mistake in thinking he can force the retail druggist to handle and push his goods solely by national advertising and the consumer demand he may get thereby.

"My many years' experience in the drug trade business has taught me the importance of the good will and whole-hearted support of the jobber and retailer. Consumer demand may get a certain distribution and a sale on call, but won't by itself get the dealers' enthusiastic support, won't get counter display, windows, personal recommendation, and the many other helps a real dealer can give a product he is sold on and believes in.

"Consumer advertising without a real dealer and jobber tie-up is, to my mind, only about 50% efficient—for maximum results, the cooperation and friendly mental attitude of the retailer toward a product is vital if manufacturer is to obtain his share of the breake."

"For this reason, we made a thorough investigation of ways and means of telling our sales story to the drug retailers of this country and Canada, and as a result of this investigation decided to use DRUG TOPICS almost exclusively for our trade paper advertising, and to tie up our national consumer campaign with the trade."

What's that? Sure, we'll gladly tell you his name for the asking—and show you the letter!

QUICK, THE PAPER STRETCHER

As usual, here we're down at the bottom of the column completely surrounded by unwritten paragraphs screaming for space—and there is no space!

Yet, as much to show that DRUG TOPICS is not jealous as anything else, we'll simply have to swipe a pica or two to record that over at the other end of the continent, "The Los Angeles Dealer Herald" has given an editorial send-off to the service rendered by one of our sister publications, DRUG TRADE NEWS.

A monthly supplement to the Los Angeles Evening Herald, the Dealer Herald, pounced upon the insp'ring DRUG TRADE NEWS story of the monumental direct mail advertising received by a typical druggist in a week, and reprinted it, pictures 'n' everything.

If you are pasting "believe it or not" in your scrap-book, you can refresh your memory on the high spots of that story by referring to the May 4th installment. Therein we indited:

That druggist who fails to appear behind the counter the very instant a customer appears before the counter, is undoubtedly in the back of the store reading his direct mail literature. Investigation shows he receives 103 pieces every two weeks. Looks like too much. What do you think?

Drug Topics

The National Magazine of the Drug Trade TOPICS PUBLISHING CO., Inc.

Also Publishers of WHOLESALE DRUGGIST, DISPLAY TOPICS, DRUGTRADE NEWS

291 Broadway, New York Atlanta Chicago St. Louis Boston Cleveland San Francisco president of Montgomery Ward & Co. once put it, "good-will is equal to the entire net assets of the company, although neither these nor other intangible assets are carried on the books."

So much for the balance sheet alone. Let us proceed now to the "income" or "operating" statements, as they are usually called. These are somewhat more simple, but often too simple. Companies unwilling to disclose anything much about themselves leave out sales and other tell-tale items. As a rule, however, they include:

Gross sales
Discounts and allowances
Net sales
Gross profit
Selling expense
General administrative expense
Net operating income
Other income (itemized)
Balance
Deductions (depreciation, taxes)
Net profits
Dividends paid
Ealance to surplus

The gross profit in relation to net profit is a very interesting item to study. From corporation tax returns I recently unearthed the fact that gross profit in all business (successful and unsuccessful) throughout the United States was 17.8 per cent; among manufacturing firms only, 22.4 per cent; whereas net profits were, among manufacturers and all concerns alike, 4.9 per cent, although the cost of doing business was 16.7 per cent for manufacturing firms, and 24 per cent for all corporations.

V ARIOUS analytical deductions are important to calculations on sales. The fluctuations of sales volume often confuse the sales manager, advertising man or executive as to the accurately calculated growth. Suppose that over a five-year period a given company has reported sales as follows: first year, \$38,350; second year, \$29,700,000; third year, \$48,200,000; fourth year, \$56,150,000; fifth year, \$36,800,000. At a glance it is a little difficult to tell whether the trend of sales is upward or not. A weighted average of sales will tell the story. It is obtained by multiplying the sales of the fifth year by 5, fourth year by 4, third year by 3, and so on. Now divide the total of these weighted sales by the sum of 5, 4, 3, 2, 1 which is 15. The result is a weighted average of \$43,396,667. It compares with an actual average of \$41,840,000, showing an upward trend.

Do not forget also that the tricky modern dollar must be discounted. A sales volume of \$5,000,000 in 1913, contrasted with \$10,000,000 in 1920, looks like progress; but in truth it is no gain whatsoever because of the war prices. It is surprising how often this corrected ratio of growth is forgotten.

Credit policy is reflected in the sales receivables. A constantly increasing proportion of receivables to sales is a warning against relaxing credit standards.

Now let us not forget ratio of net operating income to sales or margin of profit. This may, of course, be influenced by the current condition of competition or business status generally, but a steady, even ratio is a sign of health. If the ratio gets large, competition is invited.

I fear that I have only made a few "pot shots" at this very broad—and deep—subject; but at least it is a beginning. There is sure to be an increasing interest in the story that a balance sheet can tell a new-type modern sales or advertising manager.

News is not enough

—for any newspaper today. News is a variable commodity. One day the world is filled with it, and good stories crowd each other into the waste-baskets. But tomorrow the world may do nothing, and the scripts on the copydesk be as devoid of interest as an empty slab in the city

morgue.

News is not enough to make consistently and uniformly interesting papers, to make stable circulations, to make fixed quantitative audiences for advertisers. The always interesting newspaper depends on news plus. The plus makes the paper.

THIS MORNING in New York L City and its suburbs, newspaper readers bought some 2,380,000 copies of six English language New York morning papers. But 1,080,000* of these newspaper buyers bought one paper—The News. With a choice of six papers, nine in every twenty buyers bought News. Why the preference? The plus of The News, for one thing.

What is this plus? Pictures, as we have previously explained; and features - comics, special departments, articles, fiction, and various attractions that inform, help or amuse.

The features in The News are the Lindberghs of newspaper features. Every newspaper publisher, editor and circulation manager knows them,

*Average city and suburban circulation for The News for six months period ending March 31, 1927-1,086,134.

circulation **Merica** daily and Sunday

prizes them. Hundreds of metropolitan newspapers share them with The News. In all they enjoy a circulation of almost 17,000,000 copies daily. They build and hold circulation for the Atlanta Constitution, the Boston Herald-Traveler, the Philadelphia Ledger, the Washington Post, the Fort Worth Star Telegram, the Seattle Times, the San Francisco Chronicle, the Chicago Tribune-as well as for the New York News. Publishers of large circulation mass papers and small circulation class papers pay more for them

than for any others syn-p dicated. They are proven assets to any newspaper, assets to any

reader.

O EVERY PERSON who comes to a newsstand and buys a News, these features are pledge and assurance that today's issue, regardless of its news content, will be interesting, worthwhile his time and reading. He will consort with Andrew Gump, philosopher of the commonplace and, as H. L. Mencken might or would say, self-portrait of the American proletariat. He will review the interesting if not momentous affairs of the one-time foundling Skeezix of Gasoline Allev; of little Orphan Annie, entrepreneur in happiness, of Winnie Winkle, the fashionplate working girl, of the adolescent high-schooler Harold Teen, who has been responsible for the cut-down hand-lettered Ford fad and a score of seventeen-year-old crushes and crazes; Smitty, irresistably entertaining office boy, and his family;

and Moon Mullins of the derby hat and inexhaustible gaucheries.

Elsewhere there is information, advice if asked for, on health and other items of personal importance. If the reader is a she, there are departments that concern her interests romance, cooking, clothes, children, charities. These departments give service of various sorts, of which hundreds of thousands of readers avail themselves annually. Last but not least, there is fiction-first run, new, good.

Add these to a good newspaper and the preference of a million people becomes plain. Add these and advertising gains new life, new

interest by association; loses some of its wastes

and risks.

schedules!

AN ANY ADVERTISER make a mistake in using a newspaper that more than a million people prefer, particularly when it costs less, accomplishes more? Get all the facts about The News when you consider New York

THE NEWS

New York's Picture Newspaper Trihune Tower, Chicago 25 Park Place, N.Y.



INDUSTRIAL ADVERTISING Opened the Door

Morse pleaded with ten Congresses before his telegraph received any attention.

Bell nearly starved while the people laughed before the possibilities of his telephone were recognized.

Handicapped by a lack of prestige or influential introduction! The uphill struggles of these pioneers would have been much easier if in some way they had first gained the confidence of the minds they sought to sway.

The same situation exists in Industrial Selling. When an idea runs counter to established custom, although it be sound as gold, it needs an influential introduction to gain recognition for itself.

Morse & Bell Up to Date

A manufacturer sought to make Industry reverse its thinking and adopt a method which would revolutionize its production methods. His opposition was the groove of custom and the lack of recognition or influential approval. His allies were economy and speed in manufacture and strength in fabricated product. Nothwithstanding a meritorious idea little progress was made until the manufacturer added another ally—the sound use of Industrial Advertising

For this purpose 3% of gross sales was appropriated. Advertising copy that especially recognized Industry's common trait to accept nothing new without careful weighing and deliberation, was

persistently published in McGraw-Hill Publications reaching the industries which could profit from the new method.

Before a year was out many worthwhile installations of the revolutionary process were made. Prospective users openly stated that they eagerly watched these publications for each new advertisement in the campaign.

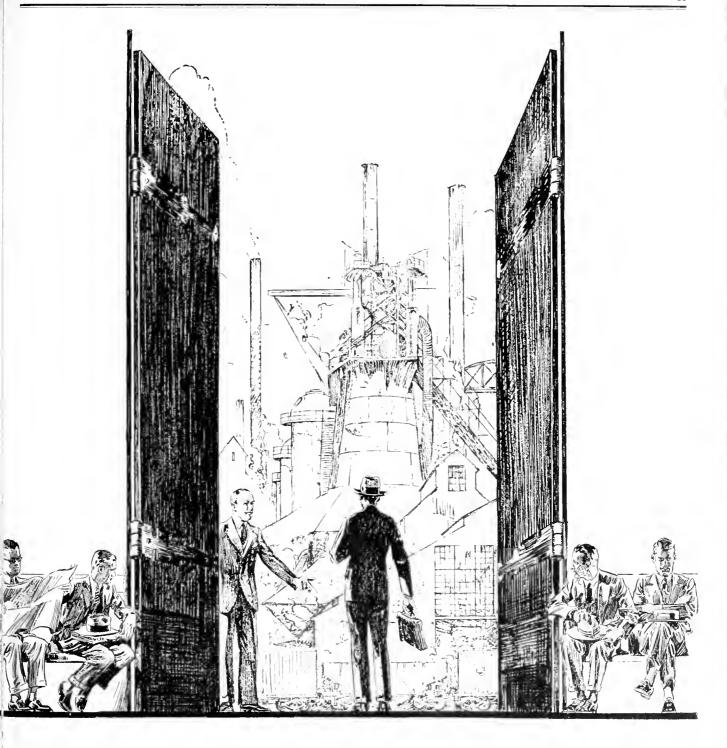
Changes An Industrial Practice

The surface is but scratched although the process is being rapidly extended. The Industrial Advertising carries on, writing on the wall another great change in industrial practice.

It is a curious anomaly that the eagerness of Industry for better products and methods is obstructed by disinterest and even suspicion when new ideas are not supported by the influential introduction that Industrial Advertising can give them.

McGraw-Hill Publications, possessing the confidence of industrial readers, provide the influential introduction which turns indifference into recognition. A study of the McGraw-Hill Four Principles of Industrial Marketing shows how Industrial Advertising holds the power to open buyers' doors and minds. McGraw-Hill, with its reservoir of data and experience, may be freely consulted by any manufacturer or his advertising agency in coping with all phases of industrial marketing problems.

A new book, "Industrial Marketing at Work," has just been published to show how to make a step-by-step application of these Four Principles. If Industry is your customer this book will help establish your advertising and selling on a foundation of certainty. Ask the nearest McGraw-Hill office to deliver a copy.



MGGAW-HELL PUBLISHING COMPANY, INC., NEW YORK, CHICAGO, PHILADELPHIA, CLEVELAND, ST. LOUIS, SAN FRANCISCO, LONDON PUBLISHERS OF MICHAEL PUBLISHERS CHICAGO, PHILADELPHIA, CLEVELAND, ST. LOUIS, SAN FRANCISCO, LONDON PUBLISHERS CHICAGO, PHILADELPHIA, CLEVELAND, ST. LOUIS, SAN FRANCISCO, LONDON PUBLISHERS CHICAGO, PHILADELPHIA, CLEVELAND, ST. LOUIS, SAN FRANCISCO, LONDON PUBLISHERS CHICAGO, PHILADELPHIA, CLEVELAND, ST. LOUIS, SAN FRANCISCO, LONDON PUBLISHERS CHICAGO, PHILADELPHIA, CLEVELAND, ST. LOUIS, SAN FRANCISCO, LONDON PUBLISHERS CHICAGO, PHILADELPHIA, CLEVELAND, ST. LOUIS, SAN FRANCISCO, LONDON PUBLISHERS CHICAGO, PHILADELPHIA, CLEVELAND, ST. LOUIS, SAN FRANCISCO, LONDON PUBLISHERS CHICAGO, PHILADELPHIA, CLEVELAND, ST. LOUIS, SAN FRANCISCO, LONDON PUBLISHERS CHICAGO, PHILADELPHIA, CLEVELAND, ST. LOUIS, SAN FRANCISCO, LONDON PUBLISHERS CHICAGO, PHILADELPHIA, CLEVELAND, ST. LOUIS, SAN FRANCISCO, LONDON PUBLISHERS CHICAGO, PHILADELPHIA, CLEVELAND, ST. LOUIS, SAN FRANCISCO, LONDON PUBLISHERS CHICAGO, PHILADELPHIA, CLEVELAND, ST. LOUIS, SAN FRANCISCO, LONDON PUBLISHERS CHICAGO, PHILADELPHIA, CLEVELAND, ST. LOUIS, SAN FRANCISCO, LONDON PUBLISHERS CHICAGO, PHILADELPHIA, CLEVELAND, ST. LOUIS, SAN FRANCISCO, LONDON PUBLISHERS CHICAGO, PHILADELPHIA, CLEVELAND, SAN FRANCISCO, LONDON PUBLISHERS CHICAGO, PHILADELPHIA, PUBLISHERS CHICAGO, PHILADELPHIA, PUBLISHERS CHICAGO, PHILADELPHIA, PUBLISHERS CHICAGO, PHILADELPHIA, PUBLISHERS, PUBLISHER Publications

Electrical ELECTRICAL WEST

ELECTRICAL WORLD
ELECTRICAL MERCHANDISING

Construction & Civil Engineering ENGINEERING NEWS-RECORD CONSTRUCTION METHODS

Industrial POWER AMERICAN MACHINIST INDUSTRIAL ENGINEER CHEMICAL & METALLURGICAL ENGINEERING Catalogs and Directories

COAL FIELD DIRECTORY COAL FIELD DIRECTORY
ADDIO TRADE CATALOG
ELECTRICAL TRADE CATALOG
CENTRAL STATION DIRECTORY
ELECTRIC RAILWAY DIRECTORY
KEYSTONE COAL BUYERS CATALOG

KEYSTONE COAL MINING CATALOG REYSTONE COAL MINING CATALOG ELECTRICAL ENGINEERING CATALOG REYSTONE METAL QUARRY CATALOG ANALYSIS OF METALLIC AND NON-METALLIC MINING, QUARRYING AND CEMENT INDUSTRIES BONBRIGHT SURVEY OF ELECTRIC POWER & LIGHT COMPANIES IN THE U S

Radio RADIO RETAILING

Transportation
BUS TRANSPORTATION
ELECTRIC RAILWAY JOURNAL

Mining COAL AGE ENGINEERING & MINING JOURNAL

Overseas INGENIERIA INTERNACIONAL.

AMERICAN MACHINIST
(EUROPEAN EDITION)

43,000 ADVERTISING PAGES USED ANNUALLY BY 3,000 MANUFACTURERS TO HELP INDUSTRY BUY MORE EFFECTIVELY



Time Proof Covers for Time Proof Monuments

GAIN Molloy Made Covers have been ealled upon to help merchandise an unusual product in an unusual way, this time for the Consumers' Monument Co., Ball Ground, Georgia.

By its suggestion of permanence and its rare beauty, this Mollov Made Cover conveys a definite impression of the beauty and permanence typical of the monuments pictured inside. The work of selling is well begun before the book is opened at all.

Let a Molloy Made Cover add its mighty selling force to your next book! No matter what you are selling—or to whom you sell it — Molloy Made Covers will strengthen your catalog, increase its sales power, and lengthen its life.

Molloy Made Covers are used on every kind of sales or advertising book—catalogs, sales manuals, dealer books, advertising portfolios, proposals, statistical reports, market surveys, etc. They are made either for loosilof or case bound books, and in stiff or flexible style. Write for samples and suggestions, telling us about your next book.

THE DAVID J. MOLLOY COMPANY Commercial Covers for Every Purpose

2863 North Western Ave. Chicago, Ill.



Blazing the Trail of Full Pages

[CONTINUED FROM PAGE 32]

lowed. At this time I was racking my brain for an idea to be utilized for an advertisement of Pears' Soap, and the letter solved it. While unacquainted with the writer, I immediately dispatched the following telegram:

MISS DOROTHY SHERROD Tim Murphy Company St. Louis, Mo.

St. Louis, Mo.

Please have four poses made by best St. Louis photographer, one with Easter lilies back of head, another holding them, three quarter length, evening dress, nine by welve inch plate. Two others, without lilies, your taste. Will refund expense lilies. Have photographer send proofs and bill to us. Want for back cover advertisement of Pears' Soap Easter number. Can you do this? Answer collect. John Adams Thaver.

The photographs arrived in due time; the reading matter in the panel was supplied by Mr. Lyman D. Morse, advertising agent, who represented the house of Pears'. "As Pure As The Lilies of Easter" was the keynote of the advertisement.

When the Easter number appeared, Mr. Curtis complimented me highly on the artistry of the Pears' advertisement, saying laconically: "Your back cover is better than the front!" Little did Mr. Curtis realize the inspiration derived from his terse remark.

LITTLE story is timely here. Mr. cessful advertising agent; he knew his clients well, and knew how to please them. A demand for a guaranteed circulation or a rebate, was one of his proclivities. Somewhat egregious, and possessing idiosyncracies, he often excited the irascibility of advertising men. One day, after calling upon Mr. Morse to show him some ideas which I had formulated for the advertising of Pears' Soap, I went to our New York office, of which Mr. E. W. Spaulding was manager. An able man, energetic and successful, he followed me as advertising manager of the Home Journal. With an acute though serious mind, he possessed an impetuous disposition, of a Rooseveltian type.

Soon after my arrival I was greeted with the remark: "I'm through with Morse! He insulted me yesterday."

"He did?" I questioningly replied.

"What did he say?"

"He told me that I didn't know any

thing about advertising, and I got out," was Mr. Spaulding's answer.

I laughed, for this was one of Mr. Morse's pet accusations. I told Mr. Spaulding of my call and mentioned that he had made the same remark to

"What did you say?" I was asked. "Not taking the question seriously," I told Mr. Spaulding, "I replied in a solemn and faltering manner that I knew his statement was true, and for that reason I called frequently upon him, to sit at his feet, and listen to the advertising words of wisdom which fell from his lips." "And what did Morse say to

that?" Mr. Spaulding inquired.
"He didn't say much," 1 re l rejoined. "There could be no argument; he just looked over his glasses in a quizzical way, and mentioned that he was an extremely busy man; gave me an order for two full pages-and I left."

A DVERTISERS and agents seemed to be pleased with my efforts and the advertisements we prepared. They were readily accepted. Mr. James Tol-man Pyle, who, with his brother, di-rected the fortunes of Pyle's Pearline,

was one of my strong adherents. Mr. Pyle was a tall, fine looking man, genial of personality, and something of a bon vivant. He was most entertaining. I recall that he told me of the start of the Pearline advertising, which had then reached a large amount for that period. The Pearline business was established by his father, who was a friend of Horace Greeley, editor of the *Tribune*. Advertising had not reached even the experimental stage when James Pyle began the manufacture of Pearline. One day, however, Horace Greeley had an idea which was foreign to his editorial work, and he expressed it thus: "Jim, you can't afford to spend money in advertising now, but it might pay you. Let's try it. You give me a little announcement for the Tribune, change it daily, and if at the end of a year the advertising increases your business, you can pay me what it's worth; otherwise it will cost you nothing." It was on this basis that the advertising of Pearline began. It resulted in a large fortune.

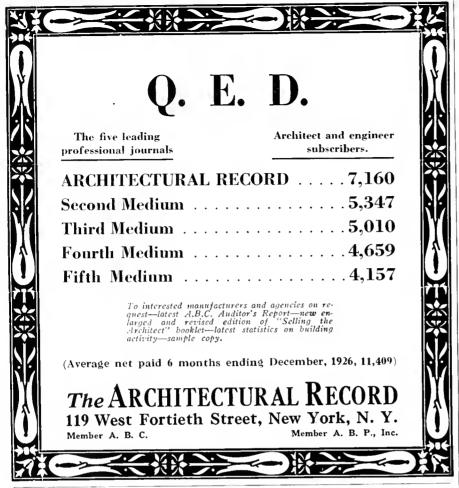
My initial full page for Mr. Pyle was entitled: "Child's Play—Washing with Pearline." The idea for the caption and the illustration was conceived during a long walk up Broad Street one summer evening, for advertising and full pages engrossed my thoughts day and night. Securing the assistance of Jessie Wilcox Smith, who long since has received distinctive fame as an illustrator, and paraphrasing matter which had been previously used in "Pearline" advertising, a fine proof of the completed page (reproduced with this article) was made and pasted on the back cover of the *Home Journal*. I called upon Mr. Pyle at his office and after discussing a program of smaller advertisements to be used regularly, I reached back, drew from under my coat the aforesaid magazine, and flashed the full page.

For the moment Mr. Pyle was as much interested in the utilization of my vest strap as a carrier of magazines as he was in the advertisement itself. It was no new idea to him. I learned that "Child's Play" was not original with me; it had been used pre-

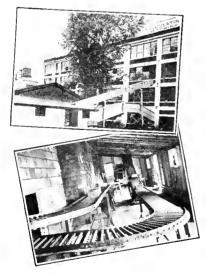
viously in "Pearline" advertising.

Then followed in ranid succession full pages of Mellin's Food, Cuticura Soap, Brown's French Dressing, Wal-





Where New Equipment Must Buy Itself



THE Monroe Calculating Machine Company requires savings on all new equipment to pay for it in one year. In a typical article in June MANUFACTURING INDUSTRIES, Mr. C. R. Britten, Plant Manager, gives facts and figures of installations which have paid for themselves and saved many thousands of dollars.

Manufacturing Industries is giving more fact, figure, result information like this than any other publication.

It has planned-quality circulation in a wide range of important industries; and is highly effective for advertising if you sell industrial equipment.

MANUFACTURING INDUSTRIES

Publication of The Ronald Press Company, 15 E. 26th St., New York Member A. B. C.—A. B. P.

ter Baker & Company, Hires' Root Beer, and many others, all prepared and sold from the home office. Soon orders were taken for two, three or four full pages from one advertiser for future covers, at an increasing price and with less difficulty than the earlier sale of a single page.

By this time advertisers and agents had become imbued with the value of the full page idea, so that with their assistance, and that of our New York assistance, and that of our New York and Chicago offices, managed respec-tively by Eugene W. Spaulding and Thomas Balmer, our back cover and our second and third covers were occupied by page announcements; frequently a page or two would appear in the body of the magazine.

The back cover, since the trail was started, has been continuous with full pages. On only one occasion did the record look as if it would be broken. Every possible advertiser had been approached but the best succession of the control of proached, but the back cover for that particular issue remained unsold. Almost at the last moment I sent a special delivery letter to Mr. Bok in Maine, where he was on vacation with Mr. Curtis, suggesting that he use the cover for a feature announcement of Maria Parloa, the cooking expert, who had recently joined the editorial forces of the *Journal*. This idea did not appeal to Mr. Bok nor to Mr. Curtis, but the urgency of the matter caused Mr. Cururgency of the matter caused Mr. Curtis to make a hurried night trip from Maine to Philadelphia. Upon his arrival the next morning, after assuring him that every possible full page advertiser had been seen, I quietly remarked that he was the only one who could dispose of the page in the emergency which confronted us

gency which confronted us. His inquiring look gave me encouragement to go on: "Advertising agents should advertise their business; it would be an innovation, but a wise innovation. You can sell the page to N. W. Ayer & Son—I couldn't.

He did. It was the first of a number of page announcements of advertising agencies which have since appeared in the Curtis publications.

In depicting briefly the inception and progress of the full page advertisement idea in the Home Journal, inaugurated some thirty-five years ago, one has only to look at a current issue and compute the full pages and spreads therein, to discern the primordial cause of its marvelous growth and astounding advertising income: an increase from about a million dollars annually then to some sixteen million dollars annually,

Audit of Lineage

[CONTINUED FROM PAGE 21]

kind might be used as the nucleus of the organization necessary to take on the work on a national scale.

"Whether there is anything in this that the A. B. C. would want to take up I don't know, but there is no doubt that advertising lineage is now twisted and padded in much the same way that circulation was hefore the A. B. C. was started."

When the newspaper themselves admit that there is a need for more authoritative facts on advertising lineage, it is time that advertisers generally wake up and look into the matter. It is a natural tendency for the seller of any commodity to put his best foot foremost, and newspaper men are just as human as manufac-

The Lillibridge Viewpoint

Number Fourteen

Issued by Ray D. Lillibridge Incorporated

New York

Life of Sir William Van Horne

Aman, but his life and the secret of his genius usually may be epitomized in a sentence.

It is so of that picturesque character, Sir William Van Horne, whose imagination conceived and whose driving energy created the great Canadian Pacific Railway System.

Walter Vaughan has written a book, The Life and Work of Sir William Van Horne, but if all of that thick volume but page 358 were lost to the world, we would still be able to understand the greatness of Van Horne. For on this page Vaughan quotes one of the empire builder's favorite savings:

"Nothing is too small to know, and nothing is too big to attempt."

The reason for the failure of many promising enterprises is that their sponsors attempt the big thing without bothering to know the small things that make it up, or else get so close to the small things that they cannot see the big picture.

That is the value of an advertising agency: having the outside viewpoint it can keep a perspective on the big picture while it is helping work out the details. Its viewpoint is always objective, whereas the client's is bound to be subjective.

The Nature of Progress

"M ost advances in practical affairs are made by those who have the courage to attempt what others with good reason think unattainable. When such at-

tempts have succeeded, the world simply revises its classification of things attainable and unattainable, and makes a fresh start."—Castle.

Focused Light

THE Missouri Utility News says that electric light is so cheap that the average dining room can be lighted for an hour for the cost of one candle on a baby's birthday cake.

It's so cheap that the average living room can be lighted for an hour for less than the cost of your newspaper.

It's so cheap that the average bedroom can be lighted for an hour for less than the cost of a couple of hair-pins.

It's so cheap that the average kitchen can be lighted for an hour for less than the cost of a small box of matches.

Your halls and stairways and attic and cellar—all together—can be lighted for less than the cost of a postage stamp.

§ § §

Advertising is a good deal like electricity, a form of light with a unit cost comparing very favorably with the cost of electric current. Just how effective this form of light is depends on the focus.

It is because our "objective" method of working focuses so sharply that it is so effective.

Control of the Market

Bruce Barton made a good point in a recent talk at a luncheon of the Boston Chamber of Commerce when he said: "Neither patents, processes nor secrets are

any longer an assurance of success. The men responsible for the financing of industry have come to recognize that scientific methods have largely leveled down the advantages between one product and another. There are no longer any secrets in business, at least not in the most successful businesses."

Today, control of the market is the essential to a big success in nearly any line... A name that the public knows and trusts is worth far more than a secret process, and a favorable picture of a product in the minds of the masses is more important than a patent locked up in a safe deposit box.

Tomorrow's Business

The forward-looking executive will find stimulus as well as food for sober thought in an essay entitled, "Tomorrow's Business and the Stream of Life," by Robert R. Updegraff of our company, which has been reprinted in pamphlet form.

A copy will be sent gratis to any interested business man.

Decision is a Sharp Knife

One day late last summer one of the executives of our company had lunch with the manager of one of New York's largest hotels. The talk drifted around to the difficulty of making decisions.

"Of course we all know that making wise decisions, and making them promptly, is one of the most important concerns of any executive or department head," said the hotel manager. "Yet most of us fall into the habit of putting off the making of decisions

until the very last minute when they might just as well be made months ahead and put out of mind.

"Right now," he continued, "we are trying to fix on the date for closing our Roof Garden, but we don't come to a decision. We keep waiting, ostensibly to see what the weather will be about the middle of September. Whereas, the fact of the matter is, we have weather records for September for years past and we have our working diary which shows when we have closed the Roof Garden every year since the hotel was opened, and whether we were too early or too late. The law of averages proves to us conclusively that the closing date should be September 16th. [As we recall the date he mentioned.] We always get a few hot days after that, but our experience shows that it is a mistake to keep the Roof Garden open for them; there are too many cool days in between. But, in spite of all this, we are inclined to keep putting off the decision."

§ § §

This lack of decision is one of the biggest time and energy wasters in business. It keeps an executive's mind running around in circles of indecision and it holds back the work of those under him. George Horace Lorimer said a *Postful* when he wrote, "Decision is a sharp knife that cuts clean and straight; indecision, a dull one that hacks and tears and leaves ragged edges behind it."

§ §

The making of the decision to do something definite about your advertising is a matter of only a moment—yet a matter of great moment to your business. Why not write that letter now?

RAY D. LILLIBRIDGE INCORPORATED Advertising

NO. 8 WEST 40TH STREET * NEW YORK Telephone: Longacre 4000

elephone; Longacre 4000 Established in 1899 turers and no doubt dress up their merchandise just as attractively as they can, especially when they want to make an impression on the space buyer as to their relative standing in a given community. When we look about us and see the czars in the movie world and baseball world, whom these interests have set up to govern the ethics and practices of their respective lines of business, no deprecating reflection on the newspaper publishing world can be construed as intended when the necessity for an Audit Bureau of Advertising Lineage is emphasized.

The sooner we put advertising on the basis of known facts, both in regard

The sooner we put advertising on the basis of known facts, both in regard to advertising lineage figures, as well as circulation and markets, the sooner will all advertising men guide their

destinies more intelligently.

Direct Selling Forces

[CONTINUED FROM PAGE 23]

later. At one time, tooth paste might be nothing more than just tooth paste which could be purchased at any drug store. Later, however, tooth paste might be any one of a number of specific brands.

With these handicaps in mind, a classification has been established which solves the buying-habits problem. Consumers' goods were divided into a "convenience" goods and "shopping" goods. Each group is subdivided into "stanks" and "specialties"

pring" goods. Each group is subdivided into "staples" and "specialties."

By "convenience" goods is meant those goods usually purchased by most people at easily accessible locations without undue consideration of price, style, quality, or service. "Staple convenience" goods are consumers' goods, usually necessities, for which there are few substitutes, which are ordinarily called for by general or class name and for which there is, at the time, little brand consciousness. Such products might well he staple grocery products, such as dairy products and meats, drug products, such as common medicines, and certain household specialties, such as small plumbing fixtures and supplies, brushes, mops, and kitchen ntensils.

sils.

"Specialty convenience goods," on the other hand, are goods, sometimes luxuries, which are ordinarily called for by specific name and for which there is, at the time, considerable brand consciousness. Many grocery and confectionery products, such as canned meats, vegetables, fruits and boxed candies are included in this classification; also, many products distributed through drug stores, such as rubber goods, branded toilet articles, paints and varnishes, specialized kitchen utensils, ovenettes, nests of pans, and some clothing, especially that of men, such as careful and control of the contr

such as caps, belts, collars, and ties.

Contracted with "convenience goods" are "shopping goods." In general, they are those goods usually purchased at some distance or at considerable inconvenience, after a comparison of price, style, quality, or service. Staple shopping goods are those shopping goods usually necessities, for which there is, at the time, little brand consciousness and which are usually compared through the emphasis of some combination of price, quality, or service. Household furnishings, such as rugs,

If you were a salesman, wouldn't you rather spend your time on prospects who



already know about your product



or have said they are interested



or have asked for details



or have asked you to call?

All these are made possible by CAXTON A.D.A

Write for details

THE CAXTON COMPANY - Cleveland

A Recent Canvass of Dallas Homes

developed the fact that there is just *half* as much duplication between The News and The Journal as between The News and the largest of the other two evening papers.

Yet vou can buy The News and The Journal as an optional combination at a substantial discount and with only one handling. Maximum coverage minimum cost.

Nobody can buy a combination subscription to The News and The Journal. Hence the comparatively small duplication.

The Dallas Morning News The Dallas Journal

An optional advertising combination covering the Dallas market

curtains, standard pieces of furniture, and many articles of men's clothing, present typical examples.

Specialty shopping goods, finally, are shopping goods, usuany luxuries, for which there is, at the time, considerable brand consciousness. Examples of this classification are many automowomen's dresses. accessories, women's hosiery, such household articles as phonographs and radios, and other types of consumer's goods, sucn

as automobiles.

The products described in the 824 display advertisements were listed un-der these four headings. There were 165 companies distributing products which were listed as convenience goods; twenty-three staples and 142 specialties. The products of 661 firms were listed as shopping goods; 333 as staples and 300 as specialties. There were twenty-six blind advertisements completing the total of 824. No such classification can be hard and fast but any regrouping would not materially change the results. Convenience goods, which are fundamentally specialties are more widely distributed from house-to-house than are staple convenience goods. Although there are numerous examples of convenience goods which are sold from house-to-house, about seventy-five per cent of all the products advertised in these all the products advertised in these five issues are shopping goods. Contrary to general opinion, staple shopping goods are more widely distributed from house-to-house than are shopping specialties.

Only fifty-one of the 824 display advertisements failed to extend an evident offer to the readers. Over sixty per cent, 507 merely desired the reader to ask for more information and booklets, through which the manufacturer expected to inform the applicant concerning the sales proposition and to induce him, if possible, to become a representative. Of the advertisers, how-ever, ninety-two went immediately to the heart of their propositions by offering free sample outfits. Only thirtyfour of the 824 advertisements contained offers for free samples which would be sent on condition to any in-quirer. About fifteen per cent of the advertisers, or 120 firms, asked for various sums to pay for samples. It is impossible to ascertain to what extent these latter ones were legitimate offers, or to what extent they merely represented a desire upon the part of the advertiser to sell one or more units of

his product.

Offers extended in the 824 Display

24d Ver tiseline ites	
Information and booklet	507
Money for Sample,	120
Free selling outfit	92
Free sample	34
Free sample if references are satis-	0.0
factory	20
No offer	51

House-to-house manufacturing and distributing organizations are as aggressive in securing agents as they are in soliciting the ultimate consumer. A short time ago inquiries were sent to fifty such companies which published advertisements for new agents in one or more of five magazines edited primarily for house-to-house sales people. The cards bearing the request, "I should like to know more about your proposition," were mailed on Friday afternoon. By the following Monday evening, five replies had been received; thirteen more arrived the next day. Over sixty

per cent, thirty-one replies, were received by the close of the sixth day; the last reply was received during the thirteenth day. The promptness of reply is even more striking when it is realized that three letters came from California. Such firms (ninety-six replied) are thus not only prepared to answer inquiries but to answer them with dispatch.

During the same period and for several weeks following, twenty-one of these concerns followed up their original letter with one or more pieces of mail; one with seven. Each of the follow-up letters emphasized the original proposition, explained the probable reason for delay in responding, and usually concluded with a repetition of one or more reasons for immediate action upon the part of the applicant.

Number of follow-up pieces

												-	-		
N	one														27
1	piec	,е													10
2	piec	es			٠										7
3	piec	es		,							,				2
-1	piec	es	,			4	,	-	٠	٠		٠		,	1
5	piec	es.													0
6	piec	es							,						0
7	piec	es													1

During the same time, other letters were received from firms, not among the original fifty, who had evidently purchased a mailing list upon which appeared the name and address of the investigator. Within sixty days, fourteen new companies had written, one explaining: "A mutual friend requested that I send you the enclosed card." Another stated: "You were recommended to me very highly as an honest, high-class agent who has the ability to make money if he can secure the right kind of a line."

Of the forty-eight replies to the original inquiries, all but one were letters, thirty-six were sealed and carried a two-cent stamp. The single exception was a private mailing card acknowledging the inquiry and stating that the local territory was taken. From the list of forty-eight legitimate house-to-house selling organizations, this one was the only one which reported that it already had an agent in the home territory of the investigator.

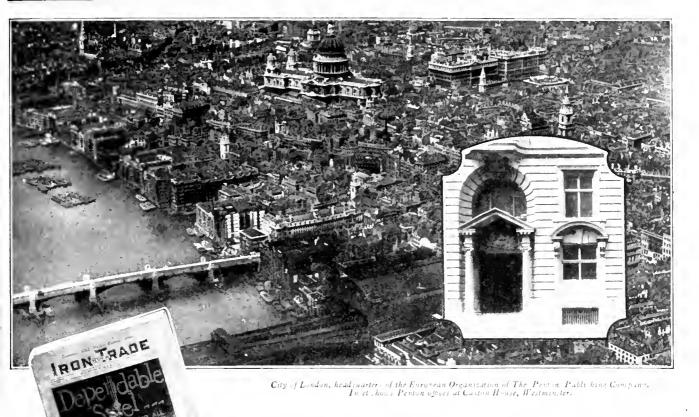
On the other hand, with only one exception, no attempt was made in any of the correspondence to explain a reason why the local territory was open at the time the inquiry for information was made. In that case, the company was undergoing an "expansion program."

The letters varied according to the method used in transcribing them. Approximately seventy-five per cent, thirty-three, were mimeographed or processed; only eleven were individually typed. Of the total number, three were apparently run off in large quantities on a job printing press.
Well over one-half, thirty-one, how-

ever, contained personal headings and salutations. Many of the letters which saurations. Many of the letters which did not purport to be personal opened with some such statement as, "My good friend," "Mr. Salesman or Agent," "Answering your question, How to make more money," or "Here is that big paying proposition."

All but two companies gave specific reasons for immediate replies to their

reasons for immediate replies to their offers. Of the total number, thirteen offered high incomes at the outset, nine more assumed that their prospects were ready to make sales immediately and thus indirectly emphasized the same offer, and five stated that territories



Keeping Penton Readers in Touch With Europe

A BIG coal strike takes place in England. In West Virginia miners' wages are advanced fifty per cent.

Cause and effect.

This is merely a pertinent illustration of the fact that every day something happens in Europe of direct significance to industrial America.

Sensing this fact some years ago, the Penton Publications opened branch offices in Paris, Berlin, and Birmingham, England under the direction of a European Headquarters in London. In addition correspondents were engaged in strategically located centers such as Brussels, Dusseldorf, and Vienna.

This complete European organization is in charge of an experienced manager familiar with both the American and foreign points of view. The European staff of The Penton Publishing Co. is an integral part of the parent organization. It serves to round out and complete the vast service of specific market information, business news, and technical data which the Penton Publications furnish to some 102,000 industrial buyers in the United States.

The Penton Publishing Ca

Penton Building

Cleveland, Ohio

The Penton Press—Printers of newspapers, business papers, national magazines, books, catalogs, etc.

Member, Audit Bureau of Circulations.

Member, Associated Business Papers.



THE FOUNDRY

ABRASIVE INDUSTRY



*Reproduced through the courtesy of Haus Bros. Fabric Corporation

Pins or pianos. Lace or locomotives!

Anything that Can be Photographed Can be Photo-sold.

Let Apeda Photo-sell it for you! The do Judio PHOTOGRAPHERS

212 West 48th Street, New York Chickering 3960

Some set type to fill in space. Some set type to keep busy. Some set type to have a job. We set type to sell goods—and it costs no more!

Diamant Typographic Service

195 Lex. Ave. CALedonia 6741



SELLINGAID

Send 10c for proofs 500 cuts and plans for making your ads pay better.

SELLING AID 616 N. Michigan Ave., Chicago

BAKERS FELPER A.B.P. and A.B.C. Published Twice-a-month

Rakers' Helper is the oldest magazine into fits field. It has fiven practical help to bakers owners for 40 years. The fact that over 75 per cent of its readers renew their subscriptions by mail shows they want it.

New York Office 17 E. 42nd St. 431 S. DEARBORN ST. CHICAGO, 1LL. were going fast; the remainder cited a variety of other reasons. Such information was even more strongly emphasized in the follow-up letters.

A. B. C. and Industrial Advertising

[CONTINUED FROM PAGE 34]

was interested in the paper or only in the premium.

Renewal of subscriptions tells something more than whether or not the readers liked it well enough to renew. It tells the advertiser who has been using the paper, how many new readers the paper has for him to talk to and how many old ones he is repeating to.

It is important to know whether or not a subscriber is cut off promptly when the period for which he has paid expires or, if not, how much of an additional period is allowed to dun him into paying up for a second term. The Federal government allows a publisher to count a subscription among his net paid so long as the subscription is not more than a year in arrears. The majority of A. B. C. members have decided that six months is ample to enable publishers to poke up the deliberate payers and the rules of the A. B. C. therefore allow only those less than six months in arrears to qualify as net paid subscribers. For the accommoda-tion of those advertisers who think that even this is too liberal, the A. B. C. also requires the publisher to state the percentage of his subscriptions which are in arrears up to three months and also the additional percentage in ar-The rears from three to six months. advertiser can thus deduct if he wishes and arrive at the number actually paid according to his own more severe interpretation.

Some publications, in the business field as well as in other fields, sell copies to an individual or corporation in quantity for distribution to other individuals who do not pay anything. These are known as sales subscriptions in bulk, or, under certain conditions, as mail subscriptions special. Any careful advertiser will recognize the necessity for special consideration of such subscriptions in order to satisfy himself of their value.

Besides the net paid subscriptions the publishers of business periodicals often call attention to the value of certain parts of their unpaid distribution. If the advertiser agrees that such distribution has value, he will want to know something about it, such as the number sent to advertisers, to correspondents, copies sent as samples to prospective readers, etc.

The industrial advertiser is in no better position than the general advertiser to obtain by his own effort the information he needs. He requires the same uniformity of circulation language and the same verification of statements.

Previous to the establishment of the Audit Bureau of Circulations nearly thirteen years ago the advertiser bought circulation without real knowledge of what he was buying. This is no sweeping charge that all publishers were circulation liars. Far from it. There were enough circulation liars to taint the whole situation with sus-

Little dramas in the life of a great newspaper system

The stage was all set . . . and then came the upset!



NEW YORK . Telegram SAN FRANCISCO . News DENVER . RockeMt. News CLEVELAND . Pres WASHINGTON . News DENVER . Evening News BALTIMORE . Post CINCINNATI . Post TOLEDO . News-Bie FITTSBURGH . Pres INDIANAPOLIS . Tenes COLUMBUS . Citteen COVINGTON . Kentucky Post—Kentucky Edition of Cincinnati Post

SCRIPPS-HOWARD

MEMBERS AUDIT BUREAU OF CIRCULATIONS



AKRON . Timet Preis YOUNGSTOWN Telegram KNOXVILLE Newt-Sentinel BIRMINGHAM . Pett FORT WORTH . Preit EL PASO Pett MEMPHIS Preis-Scimitar OKLAHOMA CITY Newt SAN DIEGO Sun HOUSTON . . . Preit EVANSVILLE . . . Preit TERRE HAUTE . . . Pett ALBUQUERQUE New Mexico State Tribune

NEWSPAPERS

AND MEMBERS OF THE UNITED PRESS

COMING

The Third Annual Design Number

THE POSTER

ISSUED SEPTEMBER 1st, 1927

Filled to the brim with monotone and color reproductions of the year's best posters collected by our representatives in America and abroad.

AN IMPORTANT PICTURIZATION OF THE YEAR'S PROGRESS IN POSTERS

You can't afford to miss it

60c a copy

Or included in the yearly subscription price of \$3.00 Canada \$3.25; Foreign \$3.50

THE POSTER

307 South Green Street CHICAGO

Bernhard Cursive

is a new tool for your work, a new medium of expression, a new bearer of impressions, thoughts and feelings. It is a vehicle of supreme grace and rare beauty. It expresses through its form and proportions a subtle message of quality and charm and does it more convincingly than any words.

Disk for our Portfolio of Inspirational Prints
The BAUER TYPE FOUNDRY Inc
Mew York : 239 No. 13d Street

BERNHARD CURSIVE IS PROTECTED BY NUMEROUS DESIGN-PATENT APPLICATIONS

picion, it is true, but by far the most important element of unsatisfactoriness was the lack of any uniformity in method and language in circulation statements. Without such uniformity how could intelligent discussions and comparisons of value be made?

The Audit Bureau has provided this uniformity. It put solid ground under our feet. It banished the Babel of tongues from the Tower of advertising and everybody was able to go back to

work.

Everybody's Business

[CONTINUED FROM PAGE 5]

itself. During this short period we have burned up property having a total value almost equal to the national wealth of Belgium, which is a serious indictment in view of the fact that 90 per cent of all fires are preventable, the match of the careless smoker ranking first as a cause. Our fire cost is five dollars per person or 20 times that in Europe, and the premium payers of the insurance companies pass this loss on to the public, chiefly in higher rents. An evil that snuffs out 12,000 lives a year and causes injury to twice that many people is something to think about.

One of the least understood of all our problems is that of insect pests which cause us an annual loss of more than \$2,000,000,000. Ten per cent of everything raised on American farms is destroyed by insects. In the spruce forests of New York, Maine and eastern Canada, the yearly damage by insects is equivalent to the paper requirements of all our periodicals for two weeks. The boll weevil costs us tens of millions of dollars annually, while the Pandora moth, the crambus, the hornworm and thousands of other species of beetles, rootworms and moths ruin hundreds of thousands of acres of timber, tobacco, beans, potatoes, nuts, melons, vineyards and orchards. This yearly damage to crops nullifies the labor of nearly a

million people. Many have wondered why it has taken man tens of thousands of years to get a secure footing on the face of the earth. Is it not likely that our type of animal has been all but wiped out many times by the savage attacks of insect enemies? The tepeguas or black ants of Mexico have been known to move in such numbers that every living thing in their path—frogs, rodents and even snakes—was actually eaten alive. A few months ago out in California millions of mice swarmed up out of the bed of Buena Vista Lake, over-running the countryside, destroying crops, invading homes and making the highways slippery with the remains of their mangled bodies. A sheep caught in a pen was killed by the rodents and its bones stripped of flesh. The Government lent aid and 50 miles of trenches were dug and partly filled with poisoned grain to stop the march of the mice. This defensive measure was effective and millions of the pest were killed. What would have happened in case of such an invasion two or three thousand years ago when there was no chemistry to support the efforts of man in such a vital emer-

gency as this?
The entomologist tells us frankly that insects are better fitted for exist-

nce upon the earth than is bumankind, Their birth rate is tremendous, many pecies laying half a million eggs in a ingle batch. A microscopic organism known as the stylonchia has a birth ate so high that if it were not for the qually high death rate, this minute ody would produce a mass larger than he earth in a week's time. Fifty years ralia, and 40 years later 96,000,000 abbit skins and 25,000,000 frozen raboits were shipped back to Europe. The roblem is serious because our intensiied farming methods and widespread ransportation facilities have opened ip new and greater opportunities for he spread of pests from region to region and continent to continent. Divilization in Africa is now blocked by the tsetse fly, and realty values in nany parts of the United States are neld at a low level by that insect pest, he mosquito.

PHERE is practically no phase of life today untouched by waste in materiils or motion. Hundreds of thousands f people are idle against their wills beause of seasonal employment, strikes nd lockouts, booms and depressions. reventable accidents and preventable ickness, excess plant capacity and verloaded inventories, too great a ariety of styles, too many retail tores, high-pressure salesmanship that verburdens the consumer with debts, nd a lack of research coupled with the eliberate obstruction to better methods y those who refuse to discard obsolete nachinery.

The field of business economy is one irgin with opportunities. Wooden tructures all over our land are being estroyed by fungi notwithstanding hat technical knowledge has disclosed imple measures to check the dry rot f woodwork. Decay is progressive and afectious. The fundamental rule of ot prevention is, "remove all diseased ieces at once." While such things as reosote should be used in the course of onstruction, they can be applied with xcellent results even afterwards, and is no exaggeration to say that a an of creosote and a paint brush in very American home, office and facory would save us tens of millions of ollars annually. Also the far wider se of insecticides would reduce na-

ional waste by many more millions of ollars.

The present loss of human energy in nes of effort that add nothing to the ealth, wealth and happiness of huanity is beyond estimation. An army f people are engaged in commercialted quackery. Some handle fake ledicines, while others seek easy oney through gambling, through audulent business promotion, and en through capitalizing the faith and rvor of religious sects. Then there ce those who deal in the adulteration goods, and who devote their time to ne production of super-luxuries. All iis must change: just now we are lgaged in converting an idle military tablishment into a useful adjunct to mmerce and industry. These transrmations, of course, will not come inantly, for they can only be realized rough the slow processes of educaon and dire necessity.

Folks who are wise will go after the aste problem right now, securing the lvantages that accrue to those who

ok ahead and prepare.

New England's Second Largest Market

Rhode Island's Food Supply

Rhode Island—noted for its density of population and the diversity of its industries—with its population 97' e urban and 3' e rural—depends upon outside sources for nearly all of its total food supply. Many carloads of foodstuffs are shipped into this state daily to supply the demand. This market offers great opportunities to manufacturers and producers of food products. The population is served through 1800 grocery and delicatessen stores. These stores are served through 21 wholesale grocers and 27 produce dealers with Providence as the distributing center.

The Providence Journal The Evening Bulletin

with a combined net paid circulation of 110,000 reach the great majority of English speaking families in Rhode Island which enables the advertiser to reach this market at a minimum cost.

Providence Journal Company Providence, R. I.

Representatives

Chas. H. Eddy Company Boston New York Chicago

R. J. Bidwell Company San Francisco Los Angeles Seattle

The OPEN FORUM

Individual Views Frankly Expressed

Last Minute Solicitations

READ Mr. Ellis' article in the June 1st issue, and there is certainly a lot of truth in it. One thing struck a sympathy note with me and that was the idea of the representative making a general and complete presentation to the space buver.

There is too much last minute solicitation. A lot of this is frantic catch-as-catch-can effort, and the representatives seem to feel that if they can take up enough of your time it will change the list.

I have always contended that there were about three hundred business days before each list is made up and that if the representative does a good selling job when he gets an audience, it won't be necessary for him to come tearing in asking for information and attempting to change the selection.

Probably not twenty per cent of the space buyer's business day is consumed in making recommendations unless he absolutely shuts the door to solicitation, and he seldom does this because he wants to be polite and he wants to be fair. He is trying hard not to make any mistakes, so he burns some midnight oil and takes as his day's work the necessity of sticking around on Saturday afternoons and coming in part of Sunday.

Frank Hubbard, Assistant Treasurer Barton, Durstine & Osborn, Inc., New York.

The Laundry Campaign

N the May 4 issue of ADVERTISING & SELLING on page 62 appears a very interesting letter under the heading, "Help the Poor Laundryowner." The first question which arises in connection with this letter concerns the advisability of printing such a letter without giving the name of the individual who wrote it, in order that the readers might have a real understanding of the whole situation.

I happen to be an advertising manager, also. I happen to be one of the very allies referred to in the letter which you published. As such, I venture to offer the opinion that this national advertising campaign being launched by the Laundryowners Association of America is one of the largest if not the very largest cooperative advertising campaign every put on by an American industry, as a group. As such, its very magnitude puts it beyond the realm of influence by critics such as wrote the letter which you have published, which, if I may venture a very

humble personal opinion, exhibits a narrow vision and a tendency to be swayed by surface indications rather than by the deep current of the advance movement which is represented by that L. N. A. advertising campaign.

The possibilities of this campaign are so enormous that the business of our friend the advertising manager who wrote your letter together with our own business and the business of every other ally in the laundering industry cannot possibly afford to sit back, criticize and say "no" as has been done in that letter.

In justice to his viewpoint, it must be said that there is a real question as to the wisdom of some of the methods adopted by those who would raise the finances for the campaign of advertising. These men, however, are honest in intent, they are certainly courageous in their vision and they have a movement under way which is going to stand as a milepost in cooperative ad vertising and which I thoroughly believe is going to succeed despite the mistakes that may be made in carrying on the work.

S. H. Fellows, Sales Manager, The Cowles Detergent Company, Cleveland, Ohio.

How Can This Condition Be Remedied?

E are manufacturers of Collapsible Tubes, and are keenly interested in advertising because if our customers do not sell their tubes, we do not get orders to make them.

We want to bring to your attention a matter which is giving us considerable concern, and that is the unfortunate treatment which some of the advertising companies give their clients. We dislike to use a stronger word than "unfortunate," but the word should be used.

We have in mind one of our customers, a widow, whose husband died and left her some \$80,000. She had a cream which had either been in the family for many years, or which she knew about, and in order to supplement her income on this \$80,000 she thought she would manufacture and place on the market this cream. She got into the hands of a supposedly reputable advertising agency who, instead of first trying out certain selling methods, started out on an advertising campaign spending over \$70,000 before they had actually sold \$5,000 worth of the merchandise, and after she failed they endeavored to collect from the assignee on long term

contracts and other agreements, which fortunately they were not able to do.

Just this week another one of our customers came in to see us with about the same story. This man had a medical preparation, and without giving him the kind of treatment which an advertising concern is supposed to give, and without first testing out certain selling plans, a so-called reputable advertising agency—we say they are reputable because they are listed in the agency list of the Standard Advertising Register—went into an advertising campaign which caused him to lose \$248,000. He is now down, out and broke.

Now these instances may interest you and they may not, but they uncover a situation which should give real concern to any legitimate advertising agency, a situation we shall merely let it go with the words—most unfortunate

GEORGE H. NEIDLINGER, President, Peerless Tube Company, Bloomfield, N. J.

Engineers and Advertising

A DVERTISING has been explained and interpreted in terms of new and old testament, circus bally-ho and God knows what not. The latest slant is that of the engineer in an exceedingly interesting article in your May 18 issue by C. F. Kettering. However, Mr. Kettering seems to leave a few wide openings in his dissertation. Among others he states:

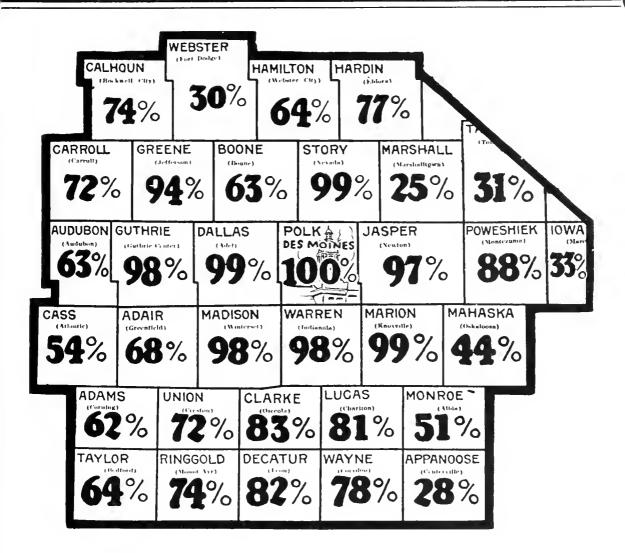
"An advertising man's ideas about an advertisement are worth little."

Now, suppose the shoe is on the other foot. Would he say that an engineer's ideas about an engineering plan are worth little?

He suggests that we should go out and get the ideas of "a high school full of boys and girls." He will agree with me that high school pupils represent a very unsatisfactory cross section of America's purchasing public. What these youngsters do not know about actual workaday life would fill two libra-These laboratory experiments may make interesting readings in school rooms, but any live office boy can acquire the same knowledge after working for a couple of weeks in a good agency. No, Mr. Kettering, engineering principles can only be applied to advertising when advertising will become an exact science. But until that happy day comes, the trial and error methods-expensive as they are-will Louis Brewer, be used.

New York

a



This map indicates the percentage of the homes in each county in the Des Moines retail shopping radius (A. B. C.) reached daily by The Des Moines Register and Tribune-Capital.

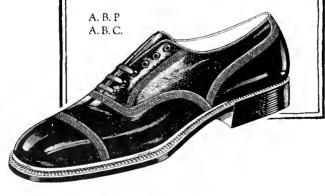
Most Thorough Coverage of any Middle-Western Newspaper

April Net Paid Average 229,491

The DES MOINES REGISTER and TRIBUNE-CAPITAL



Edwin Clapp Shoes are the embodiment of sound craftsmanship in men's shoemaking. Boot and Shoe Recorder advertising has further enhanced this old and fine prestige among the shoe merchants.



Chicago

New York

rk Philadelphia

BOSTON

Rochester

Cincinnati

St. Louis

I am a Free-lancer

PINCUS

Layouts, Lettering, Designs & Cartoons

9 East 38th St. N. Y. C.

Jewish Daily Forward, New York

Jewish Daily Forward is the world's largest Jowish daily, A.B.C. circulation equal to combined total circulation of all Jewish newspapers published. A leader in every Jewish community throughout the United States. A Home paper of distinction, A result producer of undisputed merit. Carries the largest volume of local and national advertising. Rendera effective merchandising service. Rates on request



N. I. A. A. Shows Creditable Growth

By William A, Wolff
Publicity Department,
Western Electric Company
President National Industrial Advertisers
Association

HE sixth annual convention of the National Industrial Advertisers Association finds it stronger than ever before in point of membership and more generally recognized as a potent factor in the advertising cosmos.

The present convention brings to a close a year of consistent effort to do three things. The first has been to increase the number of members at large and, while the result is not spectacular, it is gratifying to know that the gospel can be spread in the wide open spaces between the larger centers where in-

dustrial advertisers are.

The second has been to increase local memberships. Drives were well organized and seem to have brought many new and worthwhile advertisers into the fold. As a chronic New Yorker and taking, therefore, considerable pride in the Technical Publicity Association I can announce with a great measure of satisfaction that that organization leads the procession with a total membership of 207. Cleveland is close at our heels with 203. Next in line is Chicago with 181 and coming along strong in the order named are Cincinnati, Philadelphia and Milwaukee.

The third object has been to foster in every way possible the formation of new local organizations. Last fall we had in mind seven industrial centers which seemed to offer fertile soil for cultivation. Cincinnati has come through with a unit unusually strong for a six-months-old child. Following close on its heels comes St. Louis, where for two years local conditions held up final organization. These obstacles have been surmounted, and we welcome this week the first official St. Louis delegation. And as the culmination of another long-wished-for development, we can all take pride in extending a welcome to our new Pittsburgh chapter.

With a larger local organization, and new ones added to the roster, the N. I. A. A. is meeting in Cleveland with a total membership of over 800, representing a decidedly healthy increase of 60 per cent. And the end is not yet. I am confident that the next administration will see the total far beyond the 1000 mark, and no effort will be spared to pass that milestone.

Pertions of an address before the Sixth Annual Convention of the National Industrial Advertisers Association, Cleveland, Ohio.

Six Point League Elects

At the annual meeting of the Six-Point League of New York, held on June 2, the following officers were elected for the ensuing year:

June 2, the lollowing officers were elected for the ensuing year:
J. Frank Duffy, president, The John Budd Co.; George A. Riley, vice-president, American Press Association; W. A. Snowdon, secretary, Story, Brooks & Finley, and W. D. Ward, treasurer.

The circulation of The Indianapolis Daily Star for the month of May broke all records.

It was also the greatest May in the history of The Indianapolis Sunday Star.

The average net paid circulation of The Indianapolis Star for the first five months of 1927 was as follows:

> SUNDAY 140,393 DAILY 103,538

> > Special Representatives

Kelly-Smith Company

Chicago — Tribune Tower New York — Graybar Bldg. Boston — Waterman Bldg. Philadelphia—Atlantic Bldg.

Gravure Service Corporation

New York—Graybar Bldg. Chicago—400 N. Michigan Blvd.

The Growing Circulation of The Brooklyn Daily Times A. B. C. Audit Report for fiscal year ending March 31, 1927 74,442 Daily 71,034 Sunday Net Paid Circulation for April. 1927 94,021 Daily 89,219 Sunday Net Paid Circulation for May, 1927 100,459 Daily 87,834 Sunday This establishes a new high monthly record in Brooklyn Journalism. Over 75% delivered into the home by carriers. The Brooklyn Daily Times reaches the Buying Power in a Billion and a Half Market. National Representatives Lorenzen & Thompson NEW YORK SAN FRANCISCO SEATTLE Member A.B.C.



The Royal Mail Line Quits New York

The Royal Mail Steam Packet Company has discontinued its service from New York to Cherbourg and South-

Offhand, there would seem to be nothing in this that interests the ad-

vertising fraternity. Yet there is. Here is the story: Nearly twenty years ago, the Royal Mail entered New York as a serious competitor for transatlantic traffic. It had had, to be sure. service of a sort from this port for many years prior to 1908; but it was only "of a sort"—sailings at irregular intervals and by round-about routes.

The Royal Mail, I would have you know, is no tyro in handling transatlantic traffic. It is one of the oldest of the British steamship companies, having been in the South American trade since 1840 or thereabouts. And it has won for itself an unrivalled reputation in that field.

Its experiences in the North Atlantic have not been entirely happy. It tried. at first, to compete with the strictly first-class lines; but its vessels were not so fast as theirs nor so large. Then it made two of its steamers "cabin" liners, two others remaining as they were-carriers of first, second and third-class passengers. That did not work very well-men hesitated to use a line which offered first-or cabin-service only once a fortnight. So another change was made-all four steamers were made cabin liners. For the last two summers, the Royal Mail has done fairly well. Then, its owners purchased the White Star Line and withdrew their own vessels.

My belief is that if twenty years ago, the Royal Mail had analyzed the requirements of North Atlantic traffic thoroughly, it would now be firmly entrenched as one of the most popular lines across the Atlantic. If they had done this, it would have been made clear to them that-I am not now referring to steerage travel-speaking broadly, only two classes of steamships have more than a chance of success in the fight for traffic to Europe-big, fast, luxuriously furnished vessels carrying passengers who are willing to pay high rates, and smaller, com-

fortably furnished vessels catering to people who are not in a hurry and who are unwilling to pay the prices which the racers demand. The Royal Mail liners occupied a mid-way position. They were thoroughly comfortable and the service they offered was good enough for anybody; but they were not fast-so the men and women who want to reach the other side in six days gave them the go-by they weren't as low-priced as some of their competitors. So-

every other week

What's the moral? Know your mar-

All Things to All Men

I wonder if the French Line will not substitute for its slogan, "the longest gangplank in the world" another one, "the longest bar afloat," for, on their newest liner, Ile de France, there is a bar twenty-nine feet long!

To maintain the balance 'twixt wets and dries, they also provide a two-story chapel. Other features include a sixty-car garage and a dozen "smart Parisian shops."

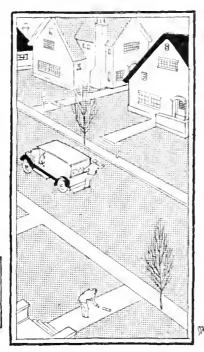
All that is lacking to make traveling Americans completely happy is a golfcourse and a written guarantee against

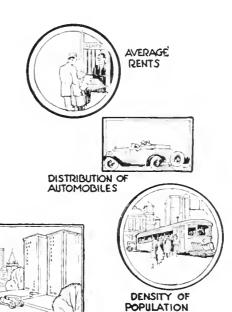
seasickness.

It Is in the Blood

Among my intimates is a man of Italian ancestry. Born in St. Louis and educated almost entirely in the United States, he is as nearly "100 per cent American" as any man I know. Neither in manner, dress nor speech is there about him the faintest trace of his Latin origin. Yet, when, as happens occasionally, his wife says to him at breakfast "we're going to have macaroni for dinner tonight," he makes a point of getting home earlier than usual so that he may personally supervise the preparation of the dish of which Italians are supposed to be fondest. And he does it-takes off his coat, rolls up his sleeves and does it.

The man at the head of the foreign department of one of New York's trust companies is tarred with the same stick. French by birth, and a bachelor by choice, he gives half-a-dozen dinner parties in the course of a year. Whenever one is scheduled, he leaves his office early in the afternoon and spends the rest of the day in his kitchen. There isn't the faintest doubt in my mind that, if he ever lost his trust company job, he could get an equally well-paid one as a chef. JAMOC.







Share The Globe-Democrat's Influence

FAMILIES PER

DWELLING

in more than 3 out of 4 homes in those sections of St. Louis and suburbs where these conditions are most favorable







NON-INDUSTRIAL

And in addition to this City Circulation, The Globe-Democrat has that great out-of-town coverage in the rest of The 49th State—not even claimed by any other newspaper.



E are talking now about net paid city circulation.

Let's forget far a moment The Globe-Demo-crat's unchallenged dominance in the tawns of The 49th State autside St. Louis.

.Lct's see about covering the city itself.

Here is St. Lauis' largest daily St. Lauis' largest daily The oldest news-An established institution which has been paper here. An established institution which has been read and accepted for generations. The people here have known it since they first began to read as children ... Their fathers have followed it in the same way.

So that's the sort of influence which The Globe-Democrat enjoys.

Among People Who Can Respond

The Globe-Democrat reaches both sections of St. Louis—the so-called "better section" and the "poorer section." (Any city naturally divides itself in this way.)

In St. Louis a check of the eight fundamental economic characteristics shows clearly where the principal buying power is concentrated. You'll find it in that Mass-Class section where the rent average is higher. Where home ownership and automobile ownership show the higher percentages . Where literacy is highest. Where notive white families dwell . Where there are few fectories-or none at all.

Reaching More Than 3 Out of 4 Mass-Class Families

Now it is right in this Mass-Class Section, and in the higher ranking suburbs that The Globe-Democrat exerts its big influence. The daily net paid circulation here reaches more than 3 out of 4 families.

In the lower-ranking section The Globe-Democrat gives adequate coverage,—reaching the sort of people who would naturally read an established newspaper

You can picture them yourself—substantial, thrifty, more ar less conservative families. Good people to do business with.

It all boils down to this:-

The Globe-Democrat has found the worth-while readers in St. Louis . In seventy-five years a newspaper naturally does that. It builds up its good will among the great majority—the dependable people who pay the greecer regularly, end have new clothes regularly, and enjoy their homes, and rear good families.

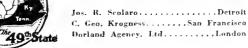
Day after day The Globe-Democrat is going into these St. Louis homes Influencing these St. Louis people. Winning business for advertisers.

ff you would share this influence, we can show you how ... It's an easy metter—and economical.

The Globe-Democrat has larger circulation, by far, than any other St. Louis Daily

Globe-Democrat The 49th State The Newspaper of

F. St. J. Richards.....New York Guy S. Osborn Chicago



Investment Bankers and Brokers

are a huge market for office equipment and appliances as well as many other commodities. blanket the financial district in every city in the United States and Canada large enough to maintain its own stock exchange.

There are only 5,000 rated investment bankers and brokers in the U.S. A. and we are the only magazine that covers this field!

V. E. GRAHAM

Advertising Director.

MAGAZINE WALLSTREET

Member A. B. C.

42 BROADWAY

NEW YORK

No. 3 of a Series

The Art and Practice of Typography

EDMUND G. GRESS

615 high-class type arrangements of permanent applicability —the majority in color—with approximately 100,000 words of text relating directly to the examples shown, constitute this indispensable book written for the typographer.

Historical information combined with practical instructions make this an extremely interesting, as well as an instructive

300 pages, 41 inserts, 615 illustrations, size 9½x12¼ inches, strongly bound in cloth, \$10.00; 45 cents extra for postage and packing.

The American Printer, Inc. 9 East 38th St., New York, N. Y.

Denver Convention **Programs**

[CONTINUED FROM PAGE 38]

Tuesday Afternoon, June 28

Cold Facts About Direct Mail—Gordon W. Kingsbury, Director of Advertising, Kelvinator, Inc., Detroit, Mich. Discussion.

How We Enlarged Our Market by the Use of Direct Mail—Clarke A. Richards, The Coleman Lamp & Stove Company, Chicago, Ill. Discussion.

How Auto Dealers Were Secured Through Direct Mail—W. R. Ewald, Campbell-Ewald Company, Detroit, Mich. Dis-cussion. Adjournment.

Wednesday Morning, June 29

Selling Building & Loan by Mail—Thomas
L. Crawford, Advertising Manager, The
National Savings & Loan Association,
Wichita, Kansas. Discussion.

Direct Mail Tic-Ups and the Business They
Brought—Miss Lena Osborne, The Osborne Advertising Agency, Oklahoma
City, Okla. Discussion.

House Organ Round Table. Adjournment.

Associated Retail Advertisers

Consistory Auditorium Monday, June 27

Opening 2:00 P. M.

Presiding: George B. Forristall, President, Associated Retail Advertisers, Advertis-ing and Sales Manager, Foley Bros. Dry Goods Company, Houston, Tex.

Report of President—Report of Secretary-Treasurer—Appointment of Committees on Nomination and Resolutions—Re-port of Chairman, Program Committee. Howdy—H. Maurice Weiland, Sales Promo-tion Director, the Neustetter Co., Den-ver, Colo.

Profit—The Measure of Advertising Success

—F. W. Crankshaw, member of executive staff, Amos Parrish & Company,
New York, N. Y. Questions and Discussion.

Accent on the "Manager"—Lulu E. Eckels.
Past President, Los Angeles Advertising Association. Questions and Discussion.

Straightening Out the Volume Kinks—Ray M. Wright, Advertising Manager, Scruggs-Vandervoort-Barney, St. Louis, Mo. Questions and Discussion.

Adjournment.

Tuesday, June 28 Opening 2:00 P. M.

Presiding: H. M. Voss, Advertising Manager of the Denver Dry Goods Company, Denver, Colo.

Foreword—The Chairman.

The Business of the Better Business Bureau
—Edward L. Greene, Managing Director of National Better Business
Bureau, New York, N. Y. Questions
and Discussion.

Proper Use of Space—W. E. Donahue, Manager, Local Advertising Depart-ment, Chicago Tribune, Chicago, 1ll. Questions and Discussion.

Backing Up the Advertising—J. R. Ozanne, Advertising Manager, Carson, Pirie, Scott & Company, Wholesale, Chicago,

Thirty Minutes of Open Forum presided over by Miss R. McCluney, Advertising Manager, Ackermann Brothers, Elgin. 111. (A) Getting the Newspaper with You; (B) How a Store Can Interest High School Students; (C) Selling Yourself to Your Own Organization.

Adjournment.

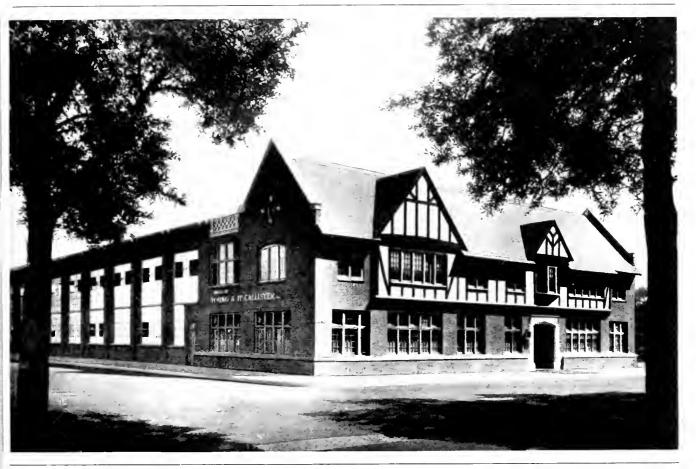
Wednesday, June 29 Opening 9:30 A. M.

Presiding: George B. Forristall, President, Associated Retail Advertisers: Adver-tising and Sales Manager, Foley Broth-ers Dry Goods Co., Houston, Tex. Reports of Committees.

The Merchant's Viewpoint of Merchandise Promotion Today—J. K. Sterne, Gen-eral Merchandise Manager, the May Co., Denver, Colo. Questions and Discussion.

TYPICAL SUBSCRIBERS to The American Printer

Young & McCallister, Los Angeles



The American Printer is read eagerly by every member of the organization of this widely known California printing shop

Says A. B. McCallister:

"I have high regard for THE AMERICAN PRINTER. The usual trade magazine is a soulless thing, full of a lot of cold information, valuable but chilly. THE AMERICAN PRINTER is a human document, friendly, sincere, always interesting and inspiring. I read each issue carefully and have never failed to find in a single issue something of benefit. It is read eagerly by every member of our organization. THE AMERICAN PRINTER is a tremendous asset to the printing fraternity."



Every subscription on THE AMERICAN PRINTER list counts big in its value to advertisers. Much of the circulation is printshop circulation and THE AMERICAN PRINTER is read by those who buy machinery, paper, devices and supplies of all kinds. Advertisers should arrange now to take advantage of the September Printing Exposition and Craftsmen Number of THE AMERICAN PRINTER, to announce new models, devices and papers. These annual inspirational feature numbers are internationally famous.

The American Printer, Inc. Telephone 9 East Thirty-Eighth Street, New York

CHICAGO: Peoples Gas Bldg. Telephone Wabash 4000 CLEVELAND: 405 Swetland Bldg. Telephone Superior 1817

TYPEWRITTEN HOUSE-ORGANS

Repro-Printed by Photo Offset are marked by their

INTIMATE PERSONALITY **ECONOMY SPEED VERSATILITY**

Reproduction in this new way lends an interest and intimacy to the Employee's Magazine at once novel and extremely valuable.

Snapshots — wash drawings — charts cartoons, etc., can be included easily at very little extra cost.

Our service includes any—or all—of the following: editing-typing-layout-art work-printing-binding. We will reproduce your manuscript as you lay it out or assume entire responsibility.

Of special interest to concerns having 100 to 2,000 employees who will find it amazingly low in cost compared to older

Write or phone for samples, prices and details.

NATIONAL PROCESS COMPANY, Inc.

218 West 40th Street, New York City

80 Boylston St., Boston, Mass.

The Fashion Force in Retailing—Carl Gibson, Vice-President, the Standard Corporation, Chicago and New York. Questions and Discussion.

I Am the Customer—Mrs. Donald C. Bromfield, President of the Junior League, Denver, Colo. Questions and Discussion

Retoil Radio Advertising in Boston—Frank A. Black, Publicity Manager, William Filene's Sons Company, Boston, Mass. Questions and Discussion.

Adjournment.

Wednesday, June 30 Opening 2:00 P. M.

Presiding: Arthur Brayton, Editor, Dry Goods Merchants Trade Journal, Des Moines, Iowa.

Moines, Iowa.

The Query Box: One hour and forty-five minutes to be devoted in open forum and divisional groups to comparative experiences in dealing with the essential factors which go to make up successful retail store promotion today. Entire program to rest on a summary of points indicated by retail advertising men and women in response to a precent or the program to rest on a summary or program to rest on a summary or program to rest on a precent or the summary of the summary o pre-convention questionnaire.

Adjournment.

American Photo-Engravers Assn.

Room A, Cosmopolitan Hotel Tuesday, June 28

Opening 2:00 P. M.

Presiding: Charles A. Clark, the Cocks-Clark Engraving Company, Denver, Colo.

Photo-Engravings in Advertising—E. W. Houser, Barnes-Crosby Company, Chicago, Ill.

Photo-Engravings Convince the Buyer—
M. C. Gosiger, Schultz-Gosiger Company, Cincinnati, Ohio.

Photo-Engravings Attract Attention—H. C. Campbell, Western Eng. & Col. Company, Seattle, Wash.

The Best Reproductions—Charles A. Clark, Cocks-Clark Engraving Company, Denver, Colo.

Public Utilities Advertising Association

Albany Hotel, Magnolia Room Monday Session, June 27

Opening 2:00 P. M.

Presiding: President, P. U. A. A., Frank LeRoy Blanchard, Director of Adver-tising & News Department, Henry L. Doherty & Company, New York.

Donerty & Company, New 10rk.

President's Address: Frank LeRoy Blanchard, Director of Advertising & News Department, Henry L. Doherty & Company, New York.

Why National Utility Associations Believe in Advertising—Paul S. Clapp, Executive Director, National Electric Light Association, New York. Questions and Discussion. Discussion.

How to Buy Rodio Time ond What to Do With It—Henry Obermeyer, Assistant to Vice-President, Consolidated Gas Company, New York, Questions and Discussion.

Why Newspapers?—J. C. McQuiston, Advertising Manager, Westinghouse Electric & Mfg. Company, East Pittsburgh, Pa. Questions and Discussion—Other Mediums.

Report of P. U. A. A. Committee on Costs and Results—Chairman, A. C. Watt, of Hodenpyl, Hardy & Company, New York.

Questions and Discussions on Addresses and papers of the afternoon session.

Tuesday Session, June 28 Opening 2:00 P. M.

Presiding: Vice-President, P. U. A. A., H. M. Lytle, Vice-President, Chicago Rapid Transit Company, 72 West Adams Street, Chicago.

The Future of Organized Advertising—W.
Frank McClure, Chairman, National
Advertising Commission and Vice-President of Albert Frank & Company, Chl-

Percolators vs. Paris Hats—Advertising Appliances the Department Store Way—Miss Dorothy Dignam, of McJunkin Advertising Company, Chicago, and copy-writer for Commonwealth Edison

335 Fifth Ave., Pittsburgh, Pa.



Here is the Answer

We asked the question "How did your first quarter for 1927 compare with the same period for 1926 in the Southern territory?" Space permits publication of only a few of the answers, which are typical. Many others were given in confidence und cannot be published.

American Multigraph Co

American Multigraph Co	4' c increase
Certain-teed Products Corp.	29.7% Increase
Bradley Knitting Co.	4'; Increase
Kelly-Springfield Tire Co	15 of a Increase
Truscon Steel Co	18' Increase
L. C. Smith Typewriter Co.	10% Increase
Monroe Calculating Machine	
Co	35% Increase
The Maytag Co.	200% Increase
Frigidaire Corporation	50'; Increase
Elliott Addressing Systems	10% Increase
Columbia Phonograph Co.	71% Increase
Stromberg Electric Co	12½° Increase
Whitehead & Hoag Co	39.17 Increase
Milwaukee Tool Co	86.66 Increase
Cannon Mills, Inc.	20'; Increase
Line-A-Time Mfg Co	50% Increase
Simplex Piston Rings Co.	63 7 Increase
J. I. Case Threshing	
Machine Co.	10° Increase
Hendricks Electric Co	80' Increase
Whitaker Paper Co	4' Increase
Lee Tite & Rubber Co	5 c Increase
Yarnell-Waring Co	1812 Tincrease
Dictaphone Sales Corp.	22 % Increase
Fullet Brush Co.	18t Increase
Automatic Refrigerator Co.	15% Increase
Egry Register Co	6.5% Increase
Russell Mfg. Co., Inc	28' Increase
Wm. E. Wright & Son	20% Increase
Frie Steam Shovel Co	15% Increase
Gertard Wire Tying	
Machines Co.	33.72% Increase
Waters & Waters Mfg. Co.	33 1/3 ". Increase
C. F. Houghton & Co	18% Increase
Commercial Envelope Co.,	
lnc.	25% Increase
Structural Slate Co.	30% Increase
Miller, Bryant Pierce, Co.	70% Increase

Answered!
by those who know

Is business continuing good in the South? Was 1926 an unusual year? What are conditions today?

We asked the leading national concerns, the great names in American industry, who make Atlanta their Southern headquarters, how the first quarter of 1927 compared with the same period of 1926. Gains reported ranged from 4% to 200% increase over 1926.

Business is Good in the South

Yes, business is good in the South. The great and permanent prosperity founded on a purchasing power which has more than trebled in the past ten years, is today reaching greater heights than ever before.

And it is significant that those manufacturers who have realized that this country can no longer be served from any one point, who have selected Atlanta as the logical point from which to serve the South, are the ones who are getting

the business, increasing their volume, making big profits.

33 13 7 Increase

The Ideal Location

Atlanta combines in one location the three great essentials to successful manufacturers: Low production cost, brought about by efficient, intelligent, Anglo-Saxon labor, together with big savings in raw materials, power, taxes and other basic factors. A rich and growing market, absorbing an ever increasing volume of the national production of manufactured products. Excellent transportation facilities over 15 railroad lines radiating from Atlanta.

The finest merchandising brains in the country have made the most

careful surveys and comparisons, have checked and rechecked every factor entering into the

problem of branch location and have found that Atlanta answers every requirement. As a result, over 800 of America's best-known national concerns have placed their Southern Branches in Atlanta.

Get the Facts

The Atlanta Industrial Bureau is thoroughly equipped to present the facts as they apply to your business. There is no charge, no obligation. The information your request will bring may be worth many thousands of dollars to you—may prove the measure of your profits for the coming years. Your inquiry will be held in strict confidence.

INDUSTRIAL BUREAU
137 Chamber of Commerce





SINCE the date of our first issue, May 9, 1923, Advertising and Selling has published more than 2000 articles dealing with the important phases of advertising and marketing. These articles have been classified according to their title. author and subject matter respectively, and they together with other sources of information comprise our reference library. Instead of hunting through back numbers for an article in question, you can save time by writing to us; when you are confronted with a problem, let us know, and we will try to give you immediate information on any subject within our scope. In order to enhance the value of this department for you, your inquiries are answered the same day that they are received, thus eliminating all possible delay. Use our reference library for prompt and accurate information. It is always at your service. Address Reference Library, Advertising and Selling, 9 East 38th Street, New York.

Electric Shops, Chicago. Questions and Discussions.

Advertising and Informing the Public— Lambert St. Clair, Director of Adver-tising, American Electric Railway As-sociation, New York. Questions and Discussions.

re Does the Agency Fit In?—James O'Shaughnessy, Executive Secretary, American Association of Advertising Agencies, New York. Questions and Agencies, N Discussions.

Report of P. U. A. A. Committee on Better Copy—Chairman, Irving M. Tuteur, McJunkin Advertising Company, Chicago.

Questions and Discussions on Addresses and Papers of the Afternoon Session.

Federation of Women's Advertising Clubs

Hotel Cosmopolitan Monday, June 27 5:00 P. M.

Greeting to Denver—Miss Marie Richey, Advertising Manager, Daniels & Fisher Store Company, Denver, Colo.

What the International Advertising As-Sociation Means—C. K. Woodbridge, Presi-dent, International Advertising Association, and Vice-President, Electric Refrigeration Corporation, Detroit, Mich.

The Pro and Con of Testimonial Advertising Copy:

When It Is Good—Miss Hildegarde Gloyer, National Advertising Department, the Mil-waukee Journal, Milwaukee.

When It Is Not Good—Miss Elsie E. Wilson. Associate Editor, American Heating Merchant, Advertising Division, American Radiator Company, New York, N. Y.

Report of Executive Committee Member-Mrs. Bernice Blackwood.

Report of Officers:

President's Report—Mrs. Minna Hall Carothers; Vice President's Report—Miss Hazel Ludwig.

Elections - Vote on Constitutional Re-

Club Problems: Employment Work—Mrs, Hilma Benson, Swedish Courier, Chicago; President, Women's Advertising Club of

Programs—Mrs. Ellen Patten, Crane Ice Cream, Philadelphia; President, Advertising Women's Club of Philadelphia.

Scholarship—Mrs. Selma Elgutter, Elgutter Advertising Service, Toledo; President, Women's Advertising Club of Toledo.
Vigilance—Miss Margaret Coons, First National Bank, St. Louis; President, Women's Advertising Club of St. Louis.

Social Events—Miss Jessie Zie Women's Advertising Club of Houston, Ziegler,

Club Officers' Conference

Wednesday, June 29 Opening 9:30 A. M.

Presiding: Dr. H. H. Maynard, President, Advertising Club of Columbus, Ohio.

Keeping Advertising Club Members on the Job Every Day of the Year—Arthur H. Brayton, President, Advertising Club of Des Moines, lowa.

The Use of Pranague Symplical by Head

The Use of Programs Supplied by Head-quarters—Alfonso Johnson, President, Ad-vertising League of Dallas, Texas.

verusing League of Dallas, Texas.

How Women's Clubs Educate Their Members and the Public on the Economics of Advertising—Mrs. Hilma Benson, President, Women's Advertising Club of Chicago.

Starting Public Dinners on Time—J. R. Bolton, Secretary, Advertising Club of New York, N. Y.

Making District Conventions Most Useful—C. C. Younggreen, Chairman, Sixth District, Milwaukee, Wis.

Wednesday, June 29 Opening 2:00 P. M.

Publicity for and Promotion of Club Events — Donald K. Thomas, Managing Director, Advertising Club of Los Angeles,

Round Table Sessions:

(a) For clubs with paid secretaries— Leader: H. T. Bussman, President, Adver-tising Club of St. Louis, Mo.

(b) For clubs with volunteer secretaries—Leader: E. N. Ledyard, President, Advertising Club of Salt Lake City, Utah.

Theatre Advertising Publishers Association

Room A, Hotel Cosmopolitan Monday, June 27 Opening 2:30 P. M.

Presiding: E. E. Brugh, President, Clyde W. Riley Advertising Co., Chicago, Ill. General Discussion and Election of Officers.

> Tuesday, June 28 12:30 P. M.

Luncheon—Close of Business Details Presiding E E Brugh, President, Clyde W. Riley Advertising Company, Chicago,

Selling Advertising—J. C. Chevalier, Secretary, New York Theater Program Corporation, New York, N. Y.

Purchase—Inclination—The Important Fun-damental of a "Quality Market"—E, E, Brugh, President, Riley Advertising Company, Chicago, Ill.

Screen Advertisers Association Broadway Theater Sunday, June 26

8:15 P. M.

Picture: Thirty Years of Motion Pictures. A cordial invitation is extended to all convention delegates to view this film as the guests of the Screen Advertisers Association.

> Shirley Savoy Hotel Monday, June 27 Opening 1:30 P. M.

Opening of Convention—Chairman J. Don Alexander, Alexander Film Company, Den-ver, Colorado.

Minutes of Secretary and Treasurer.

Address of President—Douglas D. Rothacker, Rothacker Industrial Films, Chicago, Ill.

Panchromatic & Dupc Negative—George A. Blair, Eastman Kokak Company, Rochester, N. Y. Discussion. Uses of Phonofilm for Commercial Advertising—Ray D. Lillibridge, President, Lillibridge Advertising Agency, New York, N. Y.

Motion Picture Conditions in the North-west—R. H. Ray, Ray-Bell Films, St. Paul, Minn.

Short Length Division Plans—A. V. Cauger, Chairman.

Discussion.

Adjournment

Tuesday, June 28 Opening 2:00 P. M.

Meeting called to order-Presentation New Business Discussion.

Sales Organization — M. F. Campbell, Alexander Film Company, Denver, Colo.

Motion Pictures and Floods—Wm. Johnson, Motion Picture Advertising Service, New Orleans, La.

Our Jim From Texas—James P Simpson, James P Simpson Company, Dallas, Texas, Discussion and General Business,

Adjournment.

Wednesday, June 29 Opening 9:30 A. M.

Meeting called to order.

General Business.

International Advertising Association Plans—Robert A. Warfel, Exec. Sec., Advertising Commission.

Discussion.

Successful Uses of Motion Pictures— Speaker to be announced.

Discussion.

Committee Reports.

Executive Committee Meeting.

Short Length Division Business Meeting. Servening of Pictures

Report Short Length Business Meeting.

Unfinished Business. Adjournment.

 $\mathcal{N}o$. III

FROM OUR CODE OF ETHICS

"Honorableness - It is an absolute essential in honorable competition that we prove ourselves as honorable in every particular as we should have our competitors."

YPOGRAPHY cannot rightfully nor profitably be purchased by the yardstick. It must, in justice to all, be had only on a time basis. Place your typography with men who are bound by a code of ethics to bill your work honestly. A.T.A. typography is the best.



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SEND FIFTY CENTS FOR A COPY OF THE A. T. A. SERVICE BOOK

"Impressive Facts About the Gas Industry"

With an investment of \$4,000,000,000, the gas industry stands high among the country's leading industries. To familiarize advertisers with the enormous market which this business affords, we have prepared an attractive little booklet entitled "Impressive Facts about the Gas Industry." You are invited to send for a copy.

> Robbins Publishing Co., Inc. 9 East 38th Street New York

> LANCE CATALOGUE

Wire Your Inquiries

We appreciate the importance of getting information to you quickly. We want to co-operate with you to that end.

Send your telegram COL-LECT to our nearest office



Collegiate Special Advertising Agency, Inc.

503 Fifth Ave., New York 612 North Michigan Ave., Chicago

Gives You This Service:

- The Standard Advertising Register listing 7,500 national advertisers.
- The Monthly Supplements which keep it up to date.
- 3. The Agency Lists. Names of 1500 advertising agencies, their personnel and accounts of 600 leading agencies.
- 4. The Geographical Index. National advertisers arranged by cities and
- 5. Special Bulletins. Latest campaign news, etc.
- 6. Service Bureau. Other information by mail and telegraph.

Write or Phone

National Register Publishing Co. Inc. R. W. Ferrel, Mgr.

15 Moore St. New York City Tel. Bowling Green 7966

Are "Display Helps" Wasted

[CONTINUED FROM PAGE 25]

Jewelry Stores—1% Furniture Stores—25% Hardware Stores—58% Public Utility Stores—19% Shoe Stores—24% Miscellaneons Stores—11%

7. If manufacturers were to produce high class display units, say of wood, satin, metal, with, perhaps, lighting or mechanical featuresreal decorative units of the modern type, and loan them to you, would you usually give such displays preferred space?

Yes-99.2%, No-.3%, Doubtful-.5%

8. Would you consider such displays on a rental service from the manufacturer in preference to the usual free material now being sent your store?

Average of All Classes Yes—67.4 %, No—23.7 %, Doubtful—8.9 %Doubtful 10.3% 3.8% 27.4% 00 % 00 % Yes 64.2% No 25.5% 21.2% 13.6% 83.3% 00 % 42.9% 12.5% 12.5% Department ...
Clothing
Specialty 59 % 16.7% 100 % 100 % 57.1% 75 % 87.5% 71.4% Jewelry 100 Hardware Public Utility . 12.5% Shoe Miscellaneous

9. Considering that these more elaborate displays were well designed, unusually attractive, featured manufacturer's product from dealer's viewpoint, what rental per week would you consider reasonable to pay the manufacturer for a display that would cost \$150 each to produce?

Average for all classes—\$10.08 a week by those who were in favor of paying rental. Department Stores \$14.01 Specialty Stores 10.40 Depart.
Specialty Stores
 Shoe Stores
 16.00

 Clothing Stores
 7.82

 Drug Stores
 .00

 Furniture Stores
 10.00

 Public Utility Stores
 11.65

 Miscellaneous Stores
 10.66
 Shoe Stores 7,82 .00 10.00

10. Would you be opposed to assisting the manufacturer produce better display helps—by paying him one-half the cost of better helps?

No-32.6%, Yes-53.9%, Doubtful-13.5%

			Dodin
Stores—	No	Yes	ful
Department	42.9%		00 %
Clothing	28.8%	55.8%	
Specialty	45.5%	18.1%	-36.3%
Drug	34 %	66 %	00 %
Jewelry	00 %	100 %	00 %
Furniture	43 %		
Hardware	28.5%	57.2%	14.3%
Public Utility	37.5%		12.5%
Shoe	37.5%	50 00	-12.5%
Miscellaneous	28.5%	57.2%	14.3%

11. Does the manufacturer's salesman usually call on your display department to explain the display helps his firm offers, or is such information usually left with the department merchandise buyer?

Left with buyer	. 76.8% . 23.2%
Buyer	Display
Department Stores 94.6%	5.4%
Clothing Stores 92.3%	7.7%
Specialty Stores 86.4%	13.6%
Drug Stores 75 %	25 %
Jewelry Stores 66.6%	33.4%
Furniture Stores 71.5%	28.5%
Hardware Stores 85.7%	13.3%
Public Utility Stores 75 %	25 %
Shoe Stores 50 %	50 %
Miscellaneous Stores 71.5%	28.5%

12. Name three manufacturers whom you consider are now sending you the best dealer helps; that is, helps that you usually find preferred space for in your window or store, helps that you feel excel from points of comparison among all such manufacturers' display helps as you re-

(Names omitted for reasons that are obvious.)

13. Do you feel that manufacturers and national advertisers would improve their display helps if a practical display man, with retail store experience, were on their staff for consultation? Or if they had their own display departments to analyze and design their displays from a practical viewpoint?

Yes—99.9%, No—00%, Did not answer—.01%.

14. State briefly the reasons for your answer to question number thirteen.

Following are a few typical replies:

ronowing are a few typical replies:
"Too much printing—not enough display."
"Seems to me that retail displays are so far advanced compared with the manufacturer's idea of assistance that it's high time he was educating himself on 'what is display?"

play?"
"Knows how to display to the public for results."
"Understands relation between display

helps and merchandise."
"Specialized experience qualifies the dis-

"Specialized experience qualines the uspluy man."
"Knows display as a 'business'."
"We get helps that probably cost a lot of money, but there is no merchandising idea behind them."
"Present day helps are not up to our present standards of display."

15. Have local display services ever placed any manufacturer's displays in your display windows for you?

Average of All Classes No-91%, Yes-9%

	110
Department Stores	92.3%
Clothing Stores	98.1%
Specialty Stores	100 %
Drug Stores	75 %
Jewelry Stores	100 %
Furniture Stores	100 %
Hardware Stores	
Public Utility Stores Shoe Stores	100 %
Shoe Stores	100 %
Miscellaneous Stores	57.2%

16. Do you believe in tying-up your window displays of nationally advertised products with national advertisements of such products?

Average							
Yes-93.7%, No-	-4.3	%.	Oee:	asio	nally	.—2	%
Stores—		Ye	S	N	0	Occ	ð.
Department					00		
Clothing		88.4	00	5.8	00	5.8	90
Specialty		85.7	00	14.3	00	0.0	%
Drug		83.3	50	16.7	Co	0.0	90
Jewelry	. 1	0.0	60	0.0	00	0.0	50
Furniture	. 1	0.0	00	00	Co	0.0	50
Hardware	. 1			0.0	ere.	00 -	50
Public Utility .	. 1	0.0	ce.	0.0 - 0.0	%	0.0 -	%
Shoe				0.0	So	0.0	%
Miscellaneous .	. 1	0.0	00	0.0	00	0.0	1%

17. Do you tie-up your window displays with your local newspaper's advertising?

Yes—95.9%, No—2.:	8%. Oeca	sionally	-1.3%
Stores—	Yes	No	Occ.
Department	84.7 %	4.70%	10.6%
Clothing			2 %
Specialty		5 6	00 %
Drug	100 %	00 %	$00 - c_{o}'$
Jewelry	100 €	00 %	00 %
Furniture	100 %	00 Co	01F C6
Hardware		00 %	00 %
Public Utllity	100 %	00 €	00 % 00 % 00 %
Shoe		12.5%	00 %
Miscellancous	100 €	00 %	00 %

18. Do you, generally speaking, regard the display helps now being sent you by manufacturers to be of material assistance in trimming your windows?

Average	of	A 11	Classes
No-61.2	Sn.	1 65	35.50

ONIE /U1 AII	00.00	
	No	Yes
Department Stores	70.2%	29.8%
Clothing Stores	39.9%	60.1%
Specialty Stores	76.1%	23.9%
Drug Stores	50 %	50 %
Jewelry Stores	33.3%	66.7%
Furniture Stores	85.7%	14.3%
Hardware Stores	37.5%	62.5%
Public Utility Stores	75 Co	25 %
Shoe Stores	87.5%	12.5%
Miseellaneous Stores	57.1%	42.9 %

19. Do you enter window display contests conducted by manufacturers and national advertisers?

Average of All Classes

A10 00.0 ,0, 100-	-10.1.0	
	No	Yes
Department Stores		42.3 %
Clothing Stores		15.5%
Specialty Stores	71.40%	28.60%
Drug Stores		75 %
Jewelry Stores	66.7%	33.3%
Furniture Stores	42.9%	57.1%
Hardware Stores		12.5%
Public Utility Stores	37.5%	62.5%
Shoe Stores	62.5%	37.5%
Miscellaneous Stores	57.1%	42.9 %

20. State briefly your reason for entering or not entering manufacturers' display contests.

"Display contests increase sales of prod-

"Display contests increase sales of products."
"Because it ties up with local and national advertising."
"Prizes lend incentive for added effort."
"Assists in securing favorable publicity for store and display man."
"Stimulate better displays through competitive efforts."
"Provides method of checking up standard of displays with others."

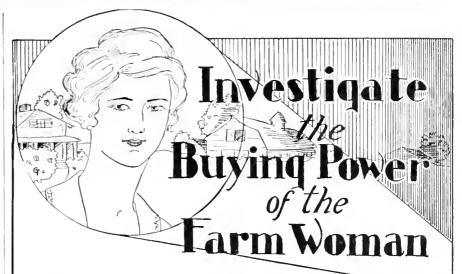
AGAINST

'Incompetent judges.'

"Incompetent judges."
"Insufficient publicity, often do not know contest in progress until too late."
"Only very few manufacturers furnish material I can use."
"Failure to send material in time—or instructions."
"Feeling of projudiced equals."

"Feeling of prejudiced awards."
"Small windows usually must compete with larger windows."
"Prizes usually too small."

21. Do such display contests, in



HE BUYS 90% of the goods purchased on the farm whether it is for the home or not. She influences your sales volume to a surprising degree. She is a force to be reckoned with by every thinking, advertising manufacturer.

THE FARMER'S WIFE reaches the farm woman, 800,000 of her every month! This magazine is her own, edited for her, and it forms the basis of her buying information.

Who decides what make of oil stove or range shall be purchased? Who buys the kitchen linoleum, the paint for walls and woodwork, the washingmachine and new furniture for the living room? Who buys shoes and clothing for the family? Who is consulted about the building of the new home? Whose influence is important when a family automobile is purchased?

The farm woman is the real "purchasing agent" on the farm. Farm women subscribers to THE FARMER'S WIFE spend over thirty million dollars per year on furniture alone!

Investigate THE FARMER'S WIFE-we welcome inquiries!

THE

A Magazine for Farm Women

WEBB PUBLISHING COMPANY, PUBLISHERS

St. Paul, Minnesota

Western Representatives

Standard Farm Papers, Inc. 307 North Michigan Ave. Chicago, Illinois

Eastern Representatives

Wallace C. Richardson, Inc. 250 Park Avenue New York City

Member Audit Bureau of Circulations

AGAIN -

all records broken!

The Shrine Magazine for June contains 13,033 lines of advertising - a gain of 143 per cent. over the same issue a year ago.

June, by the way, carries more advertising than any issue published since the magazine was founded.



THE SHRINE MAGAZINE

1440 Broadway · New York Phone: Pennsylvania 7827

Tribune Tower **CHICAGO**

Little Building **BOSTON**

YOU don't have to be a physicist to know that the longest way around is an indirect method. The Market Place is the shortest distance between two cardinal points-you and your next connection. your estimation, encourage larger and better showings of the manufacturer's product, with increased sales of same during period of display?

Yes-92%, No-5.6%, Doubtful-2.4%

22. Have you any suggestions for improving manufacturers' window display contests?

Quoted below are a few of the high lights from replies to this question.
"Eliminate the necessity of using this or that help."
"Manufacturer's salesman should tell every display man all details of contest during calls on store."
"Classify cities according to population."
"For fairer judging—erase all marks of identification."
"Disinterested but qualified display men for judges."

"Disinterested but qualined uspia, ""bisinterested but qualined uspia, ""bisinterested prizes and to judges."
"Addressing announcements of contest to Display Manager."
"Let it be definitely understood prizes are offered to the display manager who creates the display—the store will profit by the increased sales through the better display."
"Do not make it compulsory to use the manufacturer's dealer helps—the display man may be able to develop something even better, thereby furnishing new ideas to the manufacturer as to possible helps he may care to produce."

manufacturer as to possible helps he may care to produce."

"Make sure dates set for contest do not generally conflict with seasonal selling and featuring of other products."

"With ample publicity through trade journals to merchants and display men a nation-wide selling campaign can be conducted. I suggest holding contests to a thirty-day period—either at height of seasonal demand or when product needs greatest promotional effort."

23. State here any suggestions you care to offer that might help improve manufacturer's display helps.

A variety of the suggestions offered are quoted below:
"Have units flexible in size."
"More attention to needs of average size sities"

"More attention to needs of average size cities."

"Helps that measure up to present standard of retail store displays."

"Educational displays."

"More 'human interest' in display ideas."

"Helps in keeping with merchandise style and refinements."

"Qualified display manager in direct supervision is safest, quickest means to improve manufacturer's dealer helps."

"Displays on rental plan."

Volume Madness

[CONTINUED FROM PAGE 28]

advertising done is one of the many deadly factors in wasteful promotion. In retailing the twin destroyer of profits is the cutting down of prices for advertising promotions, and the driving of such promotions every week or every day, thereby exhausting the community demand for such goods at small profits and increased sales cost. Such activity stimulates competition to do still more destructive promotion. Community resources for sales are thus frittered away, public necessities supplied with small profits to stores, and a future sales resistance created because demand must wait until abnormal supplies are used up. Possult, diminished plies are used up. Result: diminished

profits and a stagnant market.

In view of all this an important question should be asked and answered when analyzing sales quotas: "What figure of volume is the highest that we can attain, without an increased per-centage of selling cost?"

Of course, there is always the chance, and indeed the likelihood, that past experience may not have truly demonstrated the point of saturation, or increased sales resistance, for the product or store patronage. It is upon this problem that brains and time should be spent—with, perhaps, surveys and inspections.

There is one vital element, often a tremendous factor in the realization of increased volume, which is given too small importance by most advertisers. Demand for commodities is usually created by human emotion, by awakening new desires on the part of potential prospects. These new desires are commonly developed by the exploitation of new ideas, presented in impressive

or appetizing manner.

The commonly recognized manner of seeking increased sales is by increasing the size of the advertising space, as though people would be startled, as-tounded, or stampeded into using new goods, or more goods. But that is as bad psychology as it is business economy Size domination has its chief strength in impressing some people with the idea that a certain product must be better than another, because the larger sale of it is apparently evidenced by the fact that the manufacturers can afford to spend more money in advertising it. Such exploitation fits a condition when the reader has in mind the purchase of that commodity and will not be able to judge between competing articles when buying. But most people will be led to buy a new article by reading a statement of some new human interest about the goods or some new suggestion about its utility. So we find continuously in advertising that the brain-thought of a creative copy-writer is a vastly more compelling factor in arousing new or larger desire for goods than increased space. And it costs no more to broadcast a compelling human idea than a conventional, banal, often imitative statement that no amount of double spreads could cause to create an emotion of desire.

Recently I found in the same issue of 1 magazine three competing advertisenents of automobile tires. One was composed of two facing pages in color; mother one page in color; the third wo full columns. The double-page advertisement used one page for an ilustration showing an intangible mess of tires on shelves. The object in view vas beyond the comprehension as well is the interest of the reader. The other page was mutilated in order to ie up, as the artist seemed to hope, with the second page. The single page idvertisement was handsomely done ind worth at least twice as much as he two facing pages. The two-colımn layout was best of the three, hy eason of the copy idea that it conained and the convincing way in which he story was told. So the big adveriser paid five times as much for a nutilated advertisement with a weak tory as the small advertiser paid for much more effective and convincing A twenty thousand nnouncement. ollar splash!

When advertisers learn to reason out heir advertising problems, instead of hasing bell-wethers and being stameded into wasteful expenditures for uestionable exploitation, they will top much of the present day waste 1 promoting sales. When they realte that what is said about their compodity is vastly more important than 1e size of the megaphone through



There are 627,831 of these individual buyers of MODERN PRISCILL.4 (perhaps 3,000,000 readers). They read treagerly from month to month. And through the unique service of the Priscilla Proving Plant they have learned to place implicit faith in products they see advertised in its columns.

Here, then, is a great family of MODERN PRISCILL.1 readers,—representing the finest substantial class of American home life.

May rve help YOU take YOUR message inside this Family Circle?

MODERN PRISCILLA

ARTHUR J. CROCKETT, Advertising Director

470 Atlantic Avenue

Boston, Massachusetts



KNIT GOODS PUBLISHING CORP

93 Worth Street

PHOTOSTAT SERVICE RAPID—ECONOMICAL FACSIMILES - ENLARGEMENTS - REDUCTIONS Commerce Photo-Print Corporation 47. BROADEN LANE HARDER ROSS ONE SECTION

For Sale: A complete set of Bound Volumes of Printers' Ink Weekly from October 3, 1918, to September 28, 1922, in good condition. Volume numbers 105 to 120. Price for sixteen volumes \$30,00. Box 456. Advertising and Selling, 9 East 38th St., New York City.

Bakers Weekly A.B. C. - A.B. P. New York City NEW YORK OFFICE—45 West 45th St. CHICAGO OFFICE—343 S. Dearborn St.

Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.



our

-for information about the dental market: call them up or drop them a line. They never color market information for the purpose of securing advertising orders.

ORAL HYGIENE

Every dentist every month 1116 Wolfendale Street, N. S. PITTSBURGH, PA.

CHICAGO: W. B. Conant, Peoples Gas Bldg., Harrison 8448.

Harrison 8448.

NEW YORK: Stuart M. Stanley, 62 West 45th
St., Vanderblit 3758.

ST. LOUIS: A. D. McKinney, Syndicate Trust
Eldg., Olive 43.

SAN FRANCISCO: Roger A. Johnstone, 155
Montgomery St., Kearny 8086.

and the G.C.O.M 29 Rich Counties More than a million people

The G. C. O. M. (Great Central Ohio Market), with Columbus its trading center and Capital, is one of the most attractive fields in America for the sale of all kinds of Merchandise. The wealth of this territory is more than 2½ billion dellars.

billion dollars.

One newspaper . . . The Columbus Dispatch, can give you the key to sales in this fertile terri-

tory.
During 1926 The Dispatch car-ried more agate lines of paid ad-vertising than any other Ohio

vertising than any other Ohio newspaper.

The Dispatch with a circu-lation of 113,678, reaches prac-tically all of the worthwhile homes in Columbus and covers the great Central Ohio Market as no other newspaper even claims to do.

Disputch OHIO'S GREATEST HOME DAILY which they say it, they will begin to do better advertising, and do it at half

the present cost.

When retailers learn that people judge what goods are most valuable for them to buy by the manner in which the store exploits them and what the store says about them, the will change their present tactics. That little Rogers-Peet advertisement never gets frightened by its four-column and full-page competitors. It just says something about clothing and gets read.

In retailing, people are stampeded into buying things they don't especially want, because the stores rave most about their bargains and fail to advertise intelligently the things marked at full prices that are worth full prices. This advertising judgment would serve the people better and people would gladly buy, since the advertising would tell them why that commodities were desirable.

It is a law of physics that initial energy loses power when it increases speed. Action measured merely by quantity also loses direction and control. Desperate effort takes no thought of cost or loss. Frenzied business effort shortens life and precludes living while one is alive.

Why not do business in reason, live longer and more happily, and make

more net profits?

Magazine Club Elects Officers for Coming Year

At the annual meeting of the Magazine Club held at the Advertising Club on June 1, the following officers were elected for the coming year:

Albert J. Gibney, president; Elliott D. Odell, first vice-president; Arthur Carpenter, second vice-president; Wallis F. Howe, Jr., secretary, and H. J. Donohoe, treasurer.

Directors elected are: Raymond B. Bowen, Gilbert T. Hodges, Robert L. Johnson, Frederick C. Kendall, Oliver B. Merrill, Benjamin G. Oman, and Emil R. Weadon.

Joseph H. Appel Honored by College

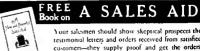
A tribute to New York's advertising men was paid on Monday, June 6, by Franklin and Marshall College when the honorary degree of Doctor of Laws was conferred upon Joseph H. Appel, director of advertising and publicity for the John Wanamaker Store, New York.

Appel was graduated from Mr. Franklin and Marshall in the class of '92, and three years later was admitted to the Pennsylvania bar. From 1896 to 1899 he was a member of the editorial department of the *Philadelphia Times* under Colonel A. K. McClure, leaving the *Times* to become director of advertising and publicity for the Wanamaker organization in Philadelphia. He served in that capacity until 1912, when he was transferred to New York to take charge of the advertising department and to be general assistant

to Rodman Wanamaker.







Customers—they supply proof and get the orders.

Don't leave testimonial letters lying idle in your files—give them to your men and increase sales through their use

E. ** Sind for a copy of booklet today.

AJAX PHOTO-PRINT CO., 31 W. Adams Street, Chicago

Today's Sales Manage-

[CONTINUED FROM PAGE 27]

For most salesmen the surest way to increase sales would be to multiply their interviews with customers and prospects. Even a poor man would get some results by ealling on a large enough number of people, showing them his goods and asking them to bny; while even the most brilliant man could not get volume unless he presented his wares to a large number of possible buyers. Both count on the law of averages to get a satisfactory vol-

One sales manager has been quoted

as believing:
"Once you get a salesman to realize that if he just sees enough people, the business he needs is bound to come. he has an enormous advantage over the big-game hunter. For one thing, he learns to plan his work and work his plan; and, what is equally important, the loss of no one sale is going tank, the loss of no one safe is going to disturb him, because he knows the law of averages will make up for it from some other quarter."

The Kelvinator Corporation thus in-

structs its field men:

"Once more—so that there will be no chance of mistake—we repeat that spe-eial leads and lists are merely supplementary, and that the salesman's main dependence for business must be upon systematic canvassing with some defi-nite plan. No royal road to sales has yet been discovered. Stick to the main job; at the same time, keep your eyes open for especially good prospects which can be quickly handled and disposed of. If you can master that combination, then you have in your hands the key to money-making field selling."

Sales contests, quotas, premium com-missions and other special incentives we shall always have. As stimuli these have unquestionable value, despite the mad rush for orders near the close of the contest period with rising costs under one guise or another. The sales pace of today, however, sets its quota

by another measure.

NO longer should the salesman consider that account sider that account a good one from which he secures a large volume, unless that volume represents also a substantial portion of the buyer's total purchases in the particular line. "Not what we sell them, but what they buy" should be the goal, with a quota set in relation to the total purchases of the customer from all sources, rather than a percentage increase on present sales by a single salesman. To this end, corporations are carefully training their salesmen to analyze the customer's requirements: to break down his totals into half a dozen classes corresponding to the line handled; to collect data as to sizes and grades bought, forward-looking and emergency buying, and even to investigate the question whether a different size or grade might not better serve the customer's purposes. As a method for this analysis salesmen are furnished skeleton classifications. They are skeleton classifications. trained to observe, to take advantage of favorable interviews to make direct inquiry of the customer, to do creative selling by discussing with the customer

Five Times as many advertisers use Hardware Age Exclusively as use the next paper exclusively

Moreover, the number of manufacturers using Hardware Age exclusively exceeds the total number of manufacturers using the next paper.

Advertisers recognize there is no substitute for "reader interest" expressed by cash paid circulation. The subscription price of Hardware Age is \$3.00 each year. (A.B.C.)



The American Handbook of Printing

Here is a remarkable opportunity to obtain a complete knowledge of the uses and relations of the various printing arts. The American Handbook of Printing is indispensable to the workman desirons of extending his knowledge of the other branches of printing and to the advertising man interested in this important branch of his activities.

Size $5\frac{1}{4} \times 7\frac{1}{2}$ inches. cloth boards, \$2.50; 20 cents extra for postage and packing.

The American Printer, Inc., 9 East 38th St., New York, N. Y.

Teachers

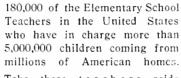
are Good Customers ---and Salesmakers

They Buy from You and Sell for You

T HE personal and professional needs of School Teachers are innumerable. Their salaries have more than doubled since 1913. and as few of them have home and family responsibilities, their earnings are spent largely for satisfying their own needs.

School Teachers are aggressive, alert. By nature of their work

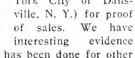
they are salesmen; well able to get your sales story over effectively. Because of their continual contacts with pupils, parents and the community, their selling influence is extended and multiplied indefinitely.



Take these teachers aside (through the advertising pages of Normal Instructor) and tell them about your product. Let them create immediate and con-

> tinuous sales for you in this market.

> Ask your advertising agency's opinion of Normal Instructor. Ask one of our offices (Chicago, New York City or Dans-





NORMAL INSTRUCTOR

Rates Going Up---Order Now

On August 20, 1927 the advertising rates of Normal Instructor will increase to \$720 per page of 684 lines and \$1.20 per line for less than quarter page. Orders may be placed now at the present low rates of \$600 per page and \$1.00 per line for space to be used in issues up to and including September, 1928.

Net Paid Circulation, as shown by A. B. C. Audit of December 1926 issue (last reported upon) 181,636. Average Distribution (A. B. C.) for twelve months ending December, 1926, 192,562.

F. A. Owen Publishing Co. Dansville, N. Y.

Chicago 1018 So. Wabash Ave. New York City 110 West 34th St.

Folded Edge Duckine and Fibre Signs Cloth and Paraffine Signs Lithographed Outdoor and Indoor Displays

THE JOHN IGELSTROEM COMPANY Massillon, Ohio Good Salesmen Wanted

Don't miss an issue of Advertising & Selling Send in your old and new address one week before the change is to take effect.





dex will be published and mailed upon application.

his own problems in a tactful and helpful mood.

Salesmen have a way of thinking that every customer presents a new problem. Careful analysis, with the critical methods of an engineer, quickly shows that each sales difficulty is simthat to that of some previous interview. The same old law of averages is at work, so that of a thousand interviews a certain number of customers will bring up the matter of price, a certain number must be satisfied on questions of design and operation, a certain number will fumble over tradein value for something now owned. Very rarely, it is found, is a new question asked or a new objection brought forward.

Sales direction, accordingly, seeks to standardize the difficulties of its salesmen. They are reduced to a handful of major troubles and given descriptive names. This is the logical manner to handle difficulties, although it is not the way of the individual salesmen. In this manner corporations perfect a technique of meeting difficulties, even of forestalling the customer from broaching them; a method far better than being taken by surprise and being diverted from a planned presenta-

ENERAL MOTORS gives its men Key sentences to be memorized, charts to be drawn forth, and other concrete plans for specified difficulties they might encounter. Another important corporation summarizes into four simple rules the proper attitude of the salesman toward all questions and difficulties:

 Answer clearly and concisely.
 Don't argue: quibbling is not selling goods.

goods.
3. Play up the selling point involved in the answer.
4. Swing back into your constructive sales talk without pause.

Such a platform charts method. It is a far call from staking one's all on the salesman's personality. It is engineering principles applied to the highly inexact science of salesmanship.

The Studebaker Corporation has formulated seven rules rather than four for the men who sell that particular car, but the principles are applicable equally to selling in general. The seven rules are:

1. Treat every objection with respect.
2. Maintain your poise—handle every objection as if you welcomed it as a reminder of an important advantage of your car.
3. Answer clearly and directly to the

point.
4. Stress the selling point.
5. Locate the real objection—many objections are nothing but a camouflage behind which is hidden the real difficulty. Find out the real reason for hesitation,
6. Get back to the main track. Don't give the prospect the chance to start a debate

debate debate.
7. Whatever you do, don't argue. If you lose the argument, you probably lose the sale: if you win the argument, you antagonize your prospect—and again lose the If you ose the

Then, for each of these seven situations, the salesman is trained in the most effective manner to proceed, usually with a half dozen suggested methods for each, so that flexibility is possible. The outstanding feature is, however, that difficulties are standardized, analyzed into convenient captions each with specific treatment attached.

One of the makers of electric refrig-

erators has reduced objections and questions to four "kinds":

1. Excuses for not reaching a decision-

which indicate that the prospect needs to be sold more thoroughly.

2. Questions that are genuine requests for further information—which should be briefly but definitely answered

3. Questions and objections involving comparisons with other electric refrigerator machines—which should be met squarely but pleasantly and followed up with more selling

selling.

4. Expressions of personal interest in our machine—which are signals to close the

A nationally-known canner outlines for salesmen a "break-down" of the of the circumstances that hinder getting to the prospective customer or delivering the sales talk:

1. When the customer does not wish to

see you.

2. When the customer is in a hurry.

3. When a committee or a group must be handled in one interview.

4. When the sales interview is seriously

1. When the customer is overly talkative and controls the interview.

6. When the customer is not the final buyer but must refer to some other for described.

decision.

7. When the customer is unfavorably disposed to our company or its product.

"The theory behind our plan," explains the director of sales of this concern, "is that the salesman's mind is centered on getting down to his sales talk. We compel him to classify each customer as one of seven possible groups; when he fits the customer into his proper niche the salesman's ap-proach is laid out for him in his instructions. The plan works wonders: first, in cutting away all temptation to spin yarns; and, second, in holding the interview down to sales talk. When our salesman has the order, or when he knows he cannot get it, he leaves, for scientific selling includes instructions for quitting the prospect as well as for getting the interview.

One might go on indefinitely with examples of what corporations are doing to substitute planned sales approach for lone-handed personality. Not that sales personality is overlooked. Far from it, of course! Yet systematic sales procedure wins, both for the man

and for his employer.

Copy Chief's Diary

[CONTINUED FROM PAGE 40]

parently already whetted their appe-Their present advertising is limited to five trade papers, but they are asking how much some of the generals would cost.

May 20-A day of pounding pavements talking to drug store clerks to discover just exactly how little, if any, salesmanship we could expect them to put behind Electa if the new angle is adopted in the advertising. Couldn't find sufficient evidence that past slant had taken hold behind the counter to make a change appear dangerous.

May 21—A wet, muggy day and a dull

May 23-Most of the day preparing a complete copy-report and recommendation to accompany the new Electa material-never a waste of time with Sanderson, their president, though

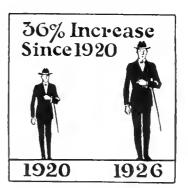
The Fastest Growing Market in the United States

ACCORDING to the Federal Government estimate of July 1, 1926, the resident population of Florida was 1.317.160 an increase of 36 per cent over the population

In these years, too, the tourist population of Florida has also greatly increased until at the present time it is estimated at nearly 1,500,000 an-

It is obvious that such a rapidly growing state has unusual demands for all kinds of manufactured goods, food products and raw materials. There is also convincing evidence of the fact that Florida's per capita buying power is far above the average.

Is it not reasonable, therefore, to believe that Florida



now offers an excellent market for your product and that now is an opportune time to intrench yourself in this market through advertising?

Another outstanding advantage is offered the advertiser in Florida in that he can completely and economically cover this market by

The ASSOCIATED DAILIES



of Florida

New Smyrna New Orlando Sentinel Palm Beach News

Palm Beach Post
Pensacola News-Journal
Plant City Convier
St. Landelm Record
St. Petersburg Independent
St Petersburg Times
Sanford Times
Tampa Tribane

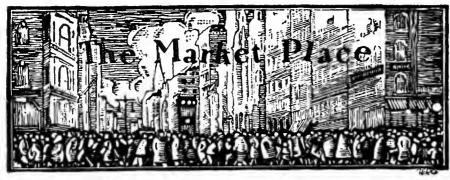
6-15-27

SELLING TALK	Lots of Space	Your Signature
SEL	t L	Yo
9	Just	for

А	DVE	RTIS	ING	AND	SELLIN	IC
9	East	38th	Stree	r No	w York	

Please enter my subscription for one year (26 issues) at \$3.00 and

City..... State..... State.....



Rate for advertisements inserted in this department is \$3.00 per inch. Minimum charge \$1.50.

Forms close Saturday noon before date of issue.

Position Wanted

We know a man who will be a valuable addition to the staff of some agency or advertiser, and who will bring to the new connection that he now seeks these qualifications: Seven years' training with nationally-known corporation, as executive in purchasing department and later as head of packaging department. Experienced in purchase of art work, engraving, typography, printing and lithography, and in copy and layout work. Thorough knowledge of paper stock, envelopes, bags, shipping cases, containers, etc. He is a native American, age 29; university graduate, Protestant, married. He will go wherever opportunity warrants. If you know who might profit by the services of this man, fuller details may be had by addressing Box 463, New York, N. Y.

ADVERTISING SALESMAN

with a downtown office in Chicago wants a live publication to represent in the Middle West. Over twenty years' metropolitan newspaper and trade paper experience. If you want a man who is a builder of profitable business, write me. My record will bear a strict investigation. Address Box 458, Advertising & Selling, 9 East 38th St., New York, N. Y.

Help Wanted

WANTED A CAPABLE SALES CORRESPONDENT

(With an engineering background)

A solidly established corporation whose products are used in more than 50,000 metal working plants and distributed through 600 jobbers of hardware and factory supplies, needs a capable sales correspondent.

sales correspondent. We want a man between 30 and 35 years of age who has had some shop experience and has sold industrial products on the road. If he has done missionary work with jobbers' salesmen, so much the better. He must be willing to travel part of the time and the rest of the time he will assist the sales manager in the New York office. The right man will be paid a good salary with plenty of opportunity for advancement. If you are such a man write us in detail about your past experience and connections. Mention the salary you want. Address Box 467. Advertising and Selling, 9 East 38th St., New York City.

PRINTING SALESMAN who lacks "talking points" in present connection can locate with organization capable of helping him increase income. Drawing account to man with following. Address Box 465, Advertising and Selling. 9 East 38th St., New York City.

Wanted: Sales representative in eastern territory for practical, popular, nationally advertised salesmen's portfolios. Our product is being purchased by thousands among firms with large sales forces. To a reputable man calling on such firms we will give an exclusive territory on a profitable commission hasis. Leads furnished. All correspondence held in strict confidence. Box A. Advertising and Selling, 1328 Peoples Gas Bldg., Chicago, Ill.

Multigraphing

Quality and Quantity Multigraphing, Addressing, Filling In, Folding, Etc. DEHAAN CIRCULAR LETTER CO., INC. 120 W. 42nd St., New York City Telephone Wis. 5483

SERVICE Telephone Barcfay 3355 Multlgraphing BUREAU Mimeographing Addressing

19 Park Place, New York City JOHN F. FITZPATRICK, Proprietor

For Sale

For Sale: A complete set of Bound Volumes of Printers' Ink Weekly from October 3, 1918, to September 28, 1922, in good condition. Volume numbers 105 to 120. Price for sixteen volumes 330.00. Box 456, Advertising and Selling, 9 East 38th St., New York City.

For sale—Bound Volumes (5) of Printers' Ink Monthly from December, 1919, to May, 1922. In perfect condition. Price for the set, \$15.00. Box 464, Advertising and Selling, 9 East 38th St., New York City.

Direct Mail Service

Productive Sales Literature. Sales letters, \$3.00; 3x6 circulars, \$2.00; 6x9 circulars, \$5.00; 2 inch display, \$2.00; classified, \$1.00. Branch office service and mail address, \$5.00 monthly. Forwarded daily. Circulars, booklets, samples, etc., distributed house to house, \$3.50 per thousand. Address the Egyptian Exchange, Barclay, Fairfield, Illinois.

Miscellaneous

BOUND VOLUMES

A bound volume of Advertising and Selling makes a handsome and valuable addition to your library. They are bound in black cloth and die-stamped in gold lettering. Each volume is complete with index, cross-filed under title of article and name of author making it valuable for reference purposes. The cost (which includes postage) is \$5.00 per volume. Send your check to Advertising and Selling, 9 East 38th St., New York City.

BINDERS

Use a binder to preserve your file of Advertising and Selling copies for reference. Stiff cloth covered covers, and die-stamped in gold lettering, each holding approximately 9 issues, \$1.85 including postage. Send your Check to Advertising and Selling, 9 E. 38th St., New York City.

Baxter, sales manager, probably will not give it a second glance.

May 24-The underground brought the rumor today that Ranney will be through at Dorgan's the end of this month. Griggs is thrilled at the possibility. Believes any change salesmanagers must mean an improvement so far as he is concerned. If Beck moves up, improvement is a certainty.

May 25-A day of dirty detail with no relieving incidents.

MAY 26-Phone call from Continental first thing this A.M.—please come right out. Found a fire-eating group in session, up in arms over misstatements in competitor's architectural magazine copy. Strawn favored immediate double-page spreads calling the other crowd liars as plainly as could be stated without risk of come-back. Young Strawn wanted to cancel Continental's contracts with every paper that printed the copy. Dixon recommended writing Vigilance Committee, Interstate Commerce Commission and National Chamber of Commerce. Garvey wanted to sue on grounds of unfair competition. Final decision was that we write the publications, present the Continental protest in detailed form with correct data and withhold action until replies arrive.

May 27-The Ranney-Dorgan rumor was right. He came into the office today to see us—his first visit—and tell us that he is resigning, will take a two months' vacation and then will want to get back in harness "with a real outfit." He even told us the salary he wanted-about \$4,000 less than I thought the Dorgan job paid. He broadly inferred that we would get the agency appointment if we put him in touch with a job that he would take. Tried to tell us that his treatment of us had been due to nerves worn ragged by Dorgan inefficiency in every other department than his. Griggs took his revenge very subtly by asking endless questions and making elaborately complete notes of Ranney's answers, which he tore up promptly after R. had left.

MAY 28—Beck gets the Dorgan sales-managership. Said Griggs: "If I were only fifteen years younger and would be back to normal tomorrow morning, I'd get egregiously and convincingly drunk tonight. Oh, that I were a sophomore again for twentyfour hours so that I could celebrate the occasion as it deserves."

Jansen was on the rampage all morning over the current issue of X—— Magazine—says they must have printed it with mud and kerosene-the Gillespie halftone was a solid smudge. Fortunately for us, there weren't many any better. For an esthete, Jansen's profanity is a notable achievement in contrasts.

Dr. Ames phoned this A.M. to invite me to serve as chairman of the advertising committee of the M-Endowment Drive. Declined as grace-

"GIBBONS knows CA

J. J. Gibbons Limited, Advertising Agents
MONTREAL CANADA"

WINNIPEG

fully as possible. I bet I averaged six such invitations a year.

May 31-Final polishing of new Electa material for submission tomorrow. It's great stuff but it's sure to be a jolt to them when they first see it. I anticipate a long argument. Long-man is willing to bet it will be ac-cepted on sight. We have a lunch up on it and I hope he wins. I can't believe that they will accept a radical change without a knock-down-anddrag-out fight.

Status of the Advertising Manager

[CONTINUED FROM PAGE 27]

and the A. M. is generally the buffer and

and the A. M. is generally the buffer and goat.

Some one has to sit in judgment concerning advertising and no one is hetter qualified than the A. M. Why let the entire organization try to run the advertising for the sake of being a "nice good boy." You can't please them all and there is bound to be a number of sore heads whether your stuff is good or bad. Why shouldn't a good advertising manager have an opportunity to exercise his authority without having to beg for consideration? I know kind words will never die—but tell me, tell me, please, Mr. Campbell, just what should be the A. M. attitude and his relations with the company and its inside critics. Please give us some "inside dope."

Have I ever sat in an advertising manager's chair and tried to cooperate with the members of a sales organization who are sure they know more about advertising than the A. M.?

Have 1? Have 1? I have—for years and years and years. To be entirely

frank, there are many pleasanter ways of passing time; there are a thousand things I can think of offhand I'd sooner do.

As for Moxey's other questions, I think they are answered, wholly or in part, by what is said elsewhere as to the need for greater selling ability on the part of advertising managers. Their paths would be smoother if they faced certain facts. These, for ex-

ample:

(1) The boss is the boss. If he says "I do not propose to let you have complete authority," there is only one thing to do—accept his ruling or resign.

(2) All knowledge of advertising is not confined to the advertising department.

(3) The advertising manager has no more right to be temperamental—"tempormental" is how Ex-Advertising Manager spells it—than anybody else.

(4) An agreement, reached by friendly discussion and reduced to writing, as to objectives and the methods whereby they may be attained, should go a long way to prevent differences of opinion.

R. L. Terrill and L. F. Stoner

Robert L. Terrill and Lowell F. Stoner were caught in a squall on Long Island Sound, New York, on June 5 and were drowned when their boat capsized. Basil H. Pillard of the Corman Company, who was with them, was rescued. Mr. Stoner, who was twenty-six years old, was a member of the sales departmet of Colgate & Company, Jersey City, N. J. Mr. Terrill was in charge of research for the Association of National Advertisers. He was thirty years old.

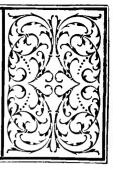
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[j]	Wall Street Magazine
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The NEWS DIGEST

A complete digest of the news of advertising and selling is here compiled for quick and convenient reference for The Editor will be glad to receive items of news for inclusion in this department for Address Advertising and Selling, Number Nine East Thirty-eighth Street, New York City



CHANGES IN PERSONNEL—(Advertisers, etc.)

Name	Former Company and Position	Now Associated With	Position
Harry Hodges	. Murphy Varnish Co., Newark, N. J., Ass't to Adv. Mgr	Same Company	Adv. Mgr.
Ralph Cheney	. Remington Arms Company, New York, Publicity	New Haven Clock Co New Haven, Conn	Sales & Adv. Dept.
J. B. Greiner	. Copeland Refrigerating Co. of New York	Same Company	Pres.
F. D. Geraghty	. American Register Co., Boston	Same Company	Eastern District Mgr. Phila.
B. Solby	. Westinghouse Electric International Co., Pitt burgh, Ass't to Mgr. Sales Prom. Dept	. Westinghouse Electric &	. Mgr. Adv. Div., Pittsburgh District Office
T. F. Merseles	. Mentgomery Ward & Co., Chicago, Pres	. Johns-Manville Corp., Ne York	w .Pres.
G. B. Everitt	. Montgomery Ward & Co., Chicago, Vice-Pres	.Same Company	. Pres.
L. G. Preston	Penick & Ford Sales Co., Inc., New York, Vice Pres. & Gen. Sales Mgr	. The Snider Packing Corp	
Ralph Stone	. Detroit Trust Co., Detroit, Pres	.Same Company	.Chairman of the Board
	Detroit Trust Co., Detroit, Vice-Pres	5.,). ,
H. C. Bursley	.Murphy Varnish Co., Newark, N. J., Ad Mgr.		w .Trade Sales Div.
O. Schneidenbach, Jr	Sterling Diamond Co., New York	.Universal Fixture Corp New York	

CHANGES IN PERSONNEL—(Agencies, etc.)

Name	Former Company and Position	Now Associated With	Position
Glenn Garrison	The John D. Boyle Co., New York, Vice-Pres.	. The Paul Cornell Co., New York	. Сору
George Howell	Electric Refrigeration News, Business Mgr	. Gotham Adv. Co., Detroit	. In Charge of Detroit Office
John F. Price	. Merrill, Price & Taylor, Chicago, Secy	. The Buchen Co., Chicago	. Vice-Pres.
George R. Titus	.The Blackman Company, New York	The Corman Company, New York	. Production Mgr.
T. H. Frazier	.S. S. Bowman Adv. Agency, Montreal, Can., Partner	.The Lawrence Fertig Co. Inc., New York	. Acc't Executive
S. H. Giellerup	. Sackheim & Sherman, Inc., New York, Sec'y	.George Batten Company, Inc., New York	
A. W. Anderson	.Radio Digest, Chicago, Adv. Mgr	. Capehart-Carey Corp., Chicago	. Member of the Staff
E. S. Swazey	. Fuller & Smith, Cleveland, In Charge of Marke Survey		. Vice-Pres.
Philip Meek	.T. H. Ball & Staff, Cleveland, Acc't Executive	.Carpenter Advertising Co., Cleveland	.Acc't Executive
C. H. Davis	. Walker & Co., Detroit, National Sales Representative		.Şales Promotion Manager

No Advertising Experiments

A YEAR of sharp competition for business, 1927 is no year for experiments with your advertising appropriation. Advertisers do not experiment in buying space in The New York Times.

Results, and the fundamental values of an advertising medium, have established The Times, year after year, as the first choice in the New York market, among national and local advertisers.

The largest volume of quality circulation in the richest market—intelligent, thinking readers with confidence in its advertising columns which its censorship continually strengthens—typographical standards for the protection of advertisers—a circulation not gained by premiums or forcing, and growing steadily.

Net paid sale, daily 370,000, Sundays in excess of 650,000 copies.

Advertising in The New York Times is not an experiment.

The New York Times



Advertising • The NEWS DIGEST • Issue of Selling • The NEWS DIGEST • June 15, 1927



Inc.,

CHANGES IN PERSONNEL—(Agencies, etc., continued)

Name	Former Company and Position	Now Associated With	Position
Albert H. Jenkins	sNichols-Evans, Cleveland, Vice-Presiden	tMaxton R. Davies Co., Cleveland	Copy Dept.
P. T. Butler	S. M. Masse Co., Cleveland, Ass't Art D	irector.S. M. Masse Co., Cleve- land	Production Manager

CHANGES IN PERSONNEL—(Media, etc.)

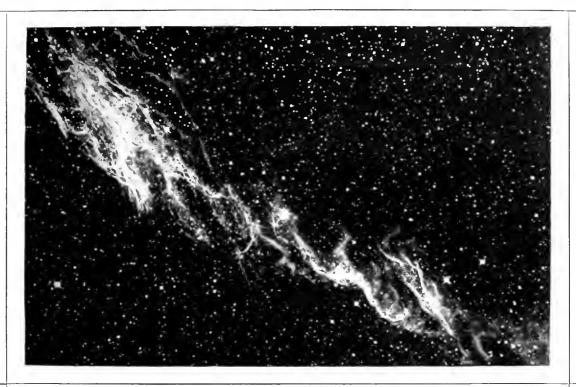
Name	Former Company and Position	Now Associated With Position	
Harry Sieeman	.Condé Nast Publishing Co., New York, Ass't Art Dir	Same CompanyArt Dir.	
George Auer	. Herald Tribune, New York, Nat'l Adv. Mgr		
R. H. Schooley	. Herald Tribune, New York, Adv. Mgr	Same CompanyIn Charge of C	ountry Cir-
Ralph Reubin	. Fairchild Publications, New York, Women's Wear Daily, News Staff	s Same CompanyAdv. Staff	
F. M. Pratt	. Fairchild Publications, New York, Women's Wear Daily, News Staff	.Same CompanyAdv. Staff	
Henry E. Abt	.Intercollegiate Alumni Extension Service, Inc New York, Ass't Adv. Mgr	Children, The Magazine for Parents, New YorkAdv. Staff	
W. W. May	.Oregonian, Portland, Ore., Editorial Staff	. Same Company Ass't Adv. Dir of Local Displa	. In Charge
W. T. Mithoff	. Speaker-Hines Printing Co., Detroit	. George Willens & Co., DetroitLayout	
	. Democrat, Sherman, Tex., Adv. Mgr	. Democrat-News, Holden- ville, Okla, Adv. Mgr.	
F. D. Barter	. Cleveland Plain Dealer, Cleveland, In Charge of Men's Wear Adv	. Herald-Post, Louisville, Ky Adv. Mgr.	
Hopewell Rogers	Chicago Daily News, Ass't to Publisher	. Resigned	
J. T. Byrnes	Grain Machinery Co., Dir. of Public Rela-		
	tions	True Story Magazine, Chicago	Staff
Joseph Kunzman	Lord & Thomas and Logan, Inc., New York	The American Motorist, Washington, D. CBusiness Mgr.	
Wm. E. Weed	True Story Magazine, Chicago	.Rhodes & Leisenring Co., New York	Charge of
Richard Bedell	Condé Nast Publishing Co., New York	.The Sportsman, New York Eastern Adv.	Staff
K. H. Gorham	General Electric Co., Schenectady, N. Y., Ad and Pub.	7Electricity on the Farm, New YorkAdv. Staff	
De Leon Banks	Cleveland Press, Ass't Radio Adv. Mgr	. New York Telegram Kadio Adv. Mg	gr.

CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

Name	Address	Product	Now Advertising Through	
Pinaud, Inc	.New York	Hand and Face	CreamsOlmstead, Perrin & Leffingwell New York	11, 1
The Lawrence Cement Co	.New York	Dragon Portlar	nd Ce- O. S. Tyson & Co., Inc., New Yor	rk
Albert H. Weinbrenner Shoe Co	. Milwaukee	Shoes	Freeze & Vogel, Inc., Milwaukee	!
Latex Tire Co	.Fond du Lac, W	isTires	Freeze & Vogel, Inc., Milwaukee)
Northwestern Malleable Iron Co	Milwaukee	Metal	Freeze & Vogel, Inc., Milwaukee	!
Savings & Investment Assn	Milwaukee	Finance	Freezc & Vogel, Inc., Milwaukee	!

^{*}Not to be confused with "Eau de Quinine," "Vegetal Lilas" and other Pinaud products, the advertising of which is handled by the J. Walter Thompson Co., Inc., New York.

AN ADVERTISEMENT
BY KENNETH GROESBECK, GROESBECK-HEARN, INC.



Of Satellites and Luminaries

What is apparently the most important object in the night sky is only a satellite, shining by reflected light, its function being to revolve around something of more importance than itself. About it shine the stars, subdued by millions of light-years of distance, but nevertheless of far greater import than the moon that pales their light. These are for the most part luminaries, centers of their own solar systems, shining by the light of their own inner flames. In all probability like our own sun they are sources of life to all things that come within the compass of their rays.

Without stretching the celestial analogy too far, we may see in all things written to be read, a similiar and significant division.

Some are satellites, mirror-like reflecting our own images and doings back at us. We would not minimize their importance in the scheme of things; mirrors are popular objects that require skill in the making; doubtless the wise may profit by examining their own reflections. Nevertheless these things are dead, adding nothing to the sum total of life, and if you drop them they break.

Then there are those other publications that shine by their own light, that value constructive thought, whether or not it accords with their own; whose editors print whatever makes for progress, whether or not the road traveled is their own familiar highway.

From these one gains something; under their light one may grow: a characteristic of all luminaries. It seems to me that in the by-path of life we call business, the magazine Advertising and Selling is such. It shines by its own light. Out of it comes the reflection not only of what one is, but of what one may become.

FOR THE STATISTICALLY MINDED: Founded as Advertising Fortnightly in May, 1923, the name was changed to Advertising & Selling upon purchase of that publication in 1924. In three and a half years its circulation has increased 128%. Its volume of business has increased from an average of 21 pages per issue in 1923 to an average of 59 pages per issue in 1926. It will continue to capitalize its courageous editorial policy and through able business management make further substantial progress in 1927.

THIS IS AN ADVERTISEMENT FOR ADVERTISING & SELLING



Advertising • The NEWS DIGEST • Issue of Selling • The NEWS DIGEST • June 15, 1927



CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS (Continued)

CHANGES IN AGI	ENCIES AND NE	EW ADVERTISING	GACCOUNTS (Continued)
Name	Address	Product	Now Advertising Through
The Glycine Watch Co., Inc	New York	.Jewelry	.The Sachs Co., Inc., New York
The South Mountain Manor Hotel.	Wernersville, Pa	.Resort	.The Sachs Co., Inc., New York
Bigelow-Hartford Carpet Co	New York	.Rugs	.Williams & Saylor, Inc., New York
Hampshire Underwear & Hosiery	7	Out 11 1	W
			. Williams & Saylor, Inc., New York
Pittsburgh Steel Co.			
Pittsburgh Steel Products Co			.The Blackman Co., New York
National Steel Fabric Co	Pittsburgh, Pa	. Steel Reinforcement Material	.The Blackman Co., New York
Spool Cotton Co	New York		
Ponsell Floor Machine Co			***
		chine	.Geo. Batten Co., Inc., New York
Lord & Taylor	New York	.Department Store	.Olmstead, Perrin & Leffingwell, Inc., New York
The Stronghart Co		.Home Savings Banks	.George J. Kirkgasser & Co., Chicago
of America	New York	. Silverware	.Barton, Durstine & Osborn, Inc., New York
The Maid-Rite Corp	Brooklyn, N. Y	.Leather Slippers	.The Lawrence Fertig Co., Inc., New York
Kenmoor Coat Co	New York	.Sportcoats for Women	.The Lawrence Fertig Co., Inc., New York
The Young Typewriter Co., Inc	Chicago	. Rebuilt Typewriters .	.Cruttenden & Eger, Chicago
Kimballs Beans, Inc	Seattle	.Baked Beans	. Western Agency, Seattle
The Curtiss Candy Co	Chicago	.Baby Ruth Candy Bar	sH. W. Kastor & Sons Adv. Co., Inc., Chicago
Piggly Wiggly Stores, Inc	Memphis	. Chain Stores	.J. Walter Thompson Co., Inc., New York
Hamilton Metalplane Co	Milwaukce	. Planes	. Freeze & Vogel, Inc., Milwaukee
Albert Pick & Co	Chicago	. Hotel Equipment	.Ludgin & Salinger, Inc., Chicago
Reid Murdock & Co	Chicago	. Monarch Brand Food	F C 3X': 1 11 3 . 3Y . 3Y . 1
		Products	Lennen & Mitchell, Inc., New York, Effective Jan. 1, 1928
The Dooley Presser Foot Co	Delavan, Wis,	.Sewing Device	. E. H. Brown Adv. Agey., Chicago
The Federal Motor Truck Co	Detroit	. Motor Trucks	. Brook, Smith & French, Inc., Detroit
W. C. Owen, Inc	Chicago	.Art Novelties	. L. Jay Hannah & Co., Chicago
			. Gottschaldt-Humphrey, Inc., Atlanta,
			Ga.
			. Samuel C. Croot Co., Inc., New York
Columbia Corrugated Co	New York	.Burlabox Corrugated Container	. Harrison J. Cowan, New York
• •			. Hurja-Johnson-Huwen, Inc., Chicago
The Cameo Specialty Co	New York	Beauty Shop Equipment	. Ferry-Hanly Adv. Co., Inc., New York
A. M. Braun	New York	.Alambra Toilet Preparations	. Ferry-Hanly Adv. Co., Inc., New York
R. W. Bennett & Co	Brooklyn, N. Y	. Haber dashery Shops .	.The Benjamin Service, New York
Climax Rubber Co	New York	.Rubber Products	.The Benjamin Service, New York
Foote-Burt	Cleveland	. Washing Machines	. Richardson-Briggs Co., Cleveland
Sar-a-Lee Co	Cleveland	. Food Products	.S. M. Masse Co., Cleveland
American Ship Building Company.	Cleveland	.Lake Vessels	. Maxton R. Davies Co., Cleveland
American Limoges Pottery Co	Sebring, Ohio	.Chinaware	. Maxton R. Davies Co., Cleveland
Trimm Radio Mfg. So			
Krem-Ko Co			e
Jiffy Garment Co			
Woodworth Specialty Co			

Why Do Live and Progressive Business Executives Send Their Advertising People To This Convention?

It's the Convention of the International Advertising Association—This year at Denver. June 26-29. Heads of business enterprises, whether large or small, know that the economic situation is changing constantly; that what is effective production and distribution today might not be so good tomorrow, and that advertising must be attuned to new conditions. They know, also, that advertising itself has its changing trends and is apace of the times in development. The buyer of advertising is con-

cerned chiefly in maximum returns from his advertising investment; the producers of advertising, in turn, are interested in making advertising pay the advertiser better; the creators of advertising want to turn out better advertising. At the International Convention, the buyer, the seller, and the creator of advertising have opportunity to get together on common ground and learn from each other. Back home the Convention Learning pays in the cash drawer.

RICH IDEAS
THAT WILL
SWELL YOUR
BUSINESS
PROFITS

Among Those Who Should Attend This Convention

Those engaged in the business of advertising.

Those who spend their money for advertising.

Those who are teaching and studying advertising.

Retail Merchants. Sales Managers and Salesmen.

Production Executives. Economists.

VACATION
PLEASURE
THAT WILL
GIVE YOU
NEW PEP

YOU MAY GO—ACT PROMPTLY

Both men and women are welcome. The Advertising Club in your city will be glad to give you full information concerning the Convention, the low railroad rates, the trip, the post-convention tours, hotel accommodations, and the elaborate entertainment that has been planned at Denver for all of the Advertising Convention visitors; or you may communicate directly with

THE INTERNATIONAL ADVERTISING ASSOCIATION, 420 Lexington Ave., New York GILBERT T. HODGES, General Chairman, On-to-Denver Committee



Advertising • The NEWS DIGEST • Issue of Selling • The NEWS DIGEST • June 15, 1927



NEW ADVERTISING AGENCIES AND SERVICES, ETC.

Allen-Jennings Adv. Agcy.,		
IncLynchburg, Va	Advertising	E. A. Allen and Claude Jennings

PUBLICATION CHANGES AND APPOINTMENTS

The Evening Independent, St. Petersburg.	
	Has appointed Thomas F. Clark Co., Inc., New York, as its national advertising representative, effective June 30.
	Has appointed the Kelly-Smith Company, New York, as its national advertising representative.
	Has appointed the John Budd Co., New York, as its national advertising representative.

MISCELLANEOUS

Rhodes & Leisenring Co., Chicago Publishers Representatives	is
Middleton-Rosier Co., ChicagoName changed to Carlin-Middleton, Inc.	
The Fisher-Brown Adv. Agcy., St. Louis Name changed to the Fisher-Wilson Advertising Agency.	
Gotham Advertising Co., New York Has opened a Detroit office at 504 Free Press Bldg. George Howell is charge.	n
The National Biscuit Co. of Canada, Ltd Has purchased the Telfer Biscuit Co., Ltd., Toronto, Can.	

Lowry Cartoons, Chicago and New York.. Name Changed to Lowry Cartoon Corp.

CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc.

Name	Business	From	To	
L. H. Waldron	Advertising	475 Lexington A	Ave., New York.19 West 44th	St., New York
The Cramer-Krassel	t CoAdvertising	kee and Michiga		Arts Bldg., Mil-

A COMPLETE SURVEY OF BRITISH ADVERTISING FOR \$4.00

Now Ready—the 1927 Advertiser's Annual and Convention Year Book

6 Complete Books—More Than 500 Pages 150,000 Facts ADIERTIERS ANNUL CONVENTION YEAR BOUK

HERE, in one volume—neat, compact, easy to use—is all the information and data needed by all American advertising men and women who are in any way interested in British Advertising, British markets, and British Empire Trade. You can turn to its pages with your thousand and one questions concerning any phase of British advertising, media and methods—and know that you will immediately find accurate and up-to-date answers.

The ADVERTISER'S ANNUAL has grown from four to six complete books in one. This expansion has been made possible by the phenomenal success of the 1925-1926 Edition. For the past twelve months the Editors have been engaged in collecting and collating data, facts and figures, for the compilation of an even more ambitious and helpful volume than the old ANNUAL. The result is the 1927 ADVERTISER'S ANNUAL.

85% New—Twice the Value—Price the Same!

The new ANNUAL is far wider in scope and much more exhaustive in its survey of everything that enters into advertising, merchandising, and selling. 85 per cent of the information contained in the 1927 Edition is new—the remaining 15 per cent has been completely and thoroughly revised and brought up to date. The new ANNUAL, therefore, gives you twice the service value of the 1925-1926 Edition-without any increase in cost.

A brief study of the Outline of Contents will show you how the ADVERTÍSER'S ANNUAL has grown. Book No. 3 is an entirely new section dealing with the law in Great Britain in relation to Advertising in all its branches. To American Advertising Men interested in advertising in Great Britain, this Section will prove even more valuable than to their British colleagues.

If you are planning an international campaign you will need answers to hundreds of questions on printing in Great Britain. In the 1927 ADVER-TISER'S ANNUAL you will find them, clearly and concisely tabulated for your immediate reference.

In the 12 Directory Sections you will find the names of all the leading newspapers, magazines and periodicals, throughout Great Britain and her Dominions, together with their addresses, telephone numbers, telegraphic addresses; page and column sizes; a complete schedule of advertisement rates; publishing and closing dates, circulations, etc. British advertisers consider these Sections alone are worth far more than the total cost of the complete ANNUAL. American advertising men and women will find them circulations. simply invaluable.

There is also an entirely new collection of statistics and analyses on British markets—the result of intensive market research; and, in addition, a complete Advertising Man's Vade Mecum.

150,000 Facts In One Big Volume!

The value of the ADVERTISER'S ANNUAL can only rightly be appreciated when in use. We have received hundreds of glowing testimonials to the utility of this handy volume from the more than 2,500 huyers. One of these men said that he got from his copy more than it cost him the very first day he used it.

Another said, "I would not sell my copy for £50 if I could not get another." Yet again, a third calls it "The Greatest Reference Work on British Advertising ever issued."

To all American Advertising Agents, International Advertisers, newspapers and magazines, interested in Great Britain; in her own and Colonial markets; or in securing advertising from Great Britain, this announcement is of paramount importance. The 1927 ADVERTISER'S ANNUAL is one of the most complete, comprehensive, and exhaustive treatises on advertising facts and figures ever produced in any country.

The price of this remarkable volume is only \$4.00—a mere trifle. Just fill in the coupon and attach your cheque or money-order NOW. Your copy will be sent, postpaid, and ready for your immediate use, by return. The Edition is limited—to delay posting your order may mean disappointment.

How the 1927 ANNUAL has grown to Six Complete Books in One.

1st-A Complete Advertising Man's Vade Mecum-on methods, men, media, and advertising developments and events of the year.

2nd-A Complete Series of Directories-12 Distinct Sections, covering every branch of British advertising, 8,000 separate entries (more than 80 per cent new and revisions) with complete lists and all relevant facts about each.

3rd-A Guide to the Laws and Regulations Affecting Advertising- an entirely new Section of legal decisions and acts relating to selling and advertising; trade marks and patents; hoardings and mu-nicipal bylaws; law of copyright, etc.

4th-A Complete Text Book on Printing and Engraving Technique—(another new book) giving the exact detailed information on a thousand and one points in the advertising man's daily work.

5th—A Market Survey and Research Data-an entirely new collection of statistics and analyses on British markets.

6th-An Official Report of the World's Advertising Conventions—for the year, and the Manufacturers' Selling Confer-

Sign and Mail this Coupon Today-

To the Publishers of "British Advertiser's Annual and Convention Year Book, 1927," Bangor House, 66 and 67 Shoe Lane, London, E. C. 4., England.

Please send me one copy of the "BRITISH ADVERTISER'S ANNUAL AND CONVENTION YEAR BOOK, 1927," postpaid by return. I enclose herewith \$4.00 in full payment.

Name		٠.								٠					٠	٠	٠					
Addres	2.		 									_										

WORLD'S GREATEST

"Your Claims For Zone 7 Are Borne Out In Our Frigidaire Sales"

THE figures you present on the potentialities of Zone 7 have been borne out in our sales records," writes E. G. Biechler, President of the Frigidaire Corporation, a subsidiary of General Motors. "After a careful analysis of results in The Chicago Territory we are now spending more money in The Chicago Tribune than in any other newspaper in the country."

After two years of advertising, their Chicago Frigidaire distributor's sales are now treclve times what they were in 1924. In 1925 the Stover Company, Chicago distributors of Frigidaire, started to advertise. They used 21,532 lines of Tribune space; in 1926 they

used 45,271! The 1927 campaign already contracted for runs well over this figure.

In March, 1926, I. K. Stover, president of the Stover Company, wrote The Chicago Tribune: "In the last six months our sales have quadrupled over the same six months of last year."

On March 7, 1927, Mr. Stover again wrote to The Tribune: "The amount of Frigidaire sales in the year 1926 was over four times what it was in 1925. "More Frigidaires were sold than all the other electric refrigerators combined! We attribute a real share of the credit for this great increase to our 1925 and 1926 advertising campaigns in The Tribune."



1. K. STOVER

" . . . more Frigidaires were sold

of 66,803 lines of black and white and rotogravure was the driving force behind Frigidaire's sales organization in its climb to leadership. In 1927 they expect to break all previous sales records.

Study, in the accompanying table, Frigidaire's Chicago advertising. Zone 7. The Chicago Territory, contains as many wired homes as twenty-six southern and western states combined. It is a made-to-order territory for the sale of electric appliances. Besides, it is potent in wealth and quick responsiveness.

Many another manufacturer of kindred products —vacuum cleaners, wash-

NEWSPAPER



ing machines, stoves, kitchen cabinets, sewing machines or dish washers, could, in this field, duplicate Frigidaire's success. A summary of the marketing experience of sev-

FRIGIDAIRE

Lineage in Chicago Newspapers— 1925 and 1926

	1110000	Her E	 Veh 	s Post
Lines	66,803	3	0 14,3	15 0
		Amer.	Journal	Total
Lines		0	0	81,118
82.4 % Chicago	of Frig of Frig papers, oppropriat	idaire's And 8	lineage 8.9% of	in ail Frìgid-

Refrigerator Lineage in All Chicago Newspapers—1926

	Tribune	Her Ex	. News	Post
Lines	133,103	9,520	27,763	19,974
		Amer.	Journal	Total
Lines		2,332	2,455	195,449
	ribune rece icago pape		4% of To	otal of
The T		nted flve	times the	line-
The T		its nex	t competi	tor by

Household Utility Lineage—All Chicago Newspapers—1926

	Tribune	HerEx	. News	Post
Lines	365,01	7 93,036	189,576	54,894
		Amer.	Journal	Total
Lines .		83,577	26,775	812,905
In Lin	ϵs , The Tall of all	ribune r Chicago	eeeived 45 papets. 75,471 lit	% of It led

eral conspicuous products is yours for the asking.

Ask a Tribune man to bring the data to your office.

Chicago Tribune

Daily 765,519 Sunday 1,171,360

PUBLISHED FORTNIGHTLY



JUNE 29, 1927

15 CENTS A COPY

'Working the Old Accounts" By RAY GILES; "Earlier Experiences With Swift and Company" By CLAUDE C. HOPKINS; "Twenty-One Ways to Use an Advertisement" By WALTER LOCKENBROCK, "The Motion Picture Market" By Ruel McDaniel; "Glenn Frank Said—"; "The News Digest," Page 71

THE Chicago Daily News leads all Chicago newspapers in the advertising of grocery store products. Its volume of 472,806 agate lines in the first five months of 1927 surpassed by a margin of over 80,000 lines the nearest evening paper, as well as the nearest morning and Sunday paper combined.

Chicago Market Facts
Chicago is a two-news-

For the most part its reading begins with the fifteen to thirty or forty minute ride to work;

paper city - morning and

then halts; then is resumed on the homeward trip at close of business and continued at home in the evening.

evening.

All the advantages of time is with the evening newspaper and with the advertisers in it. The additional readers gained at home constitute gratis circulation for the advertiser, not reflected in the circulation figures, represented in morning circulation by duplication within the family.

By selecting a family newspaper, published for evening reading and properly

confined in its distribution to the desired market, an advertiser buys space with his eyes open.

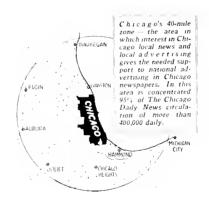
On the basis of these considerations and their proved value, advertisers place more business in The Daily News than in any other Chicago week-day paper.



As an acknowledgment of superior home selling influence by a group of advertisers who must sell to the home (including its women) this leadership emphasizes the similar status of The Daily News in the total of all advertising.

Food advertisers by use of The Daily News columns are able to confine their expenditures to the Chicago marketing area, thus holding strictly to the reasonable margin of profit from their operations. For The Daily News circulation is concentrated 95 per cent in Chicago and its suburbs.

This factor, appraised favorably by food advertisers, is worthy of the consideration of all who analyze advertising values in Chicago.



Member of The 100,000 Group of American Cities

Advertising Representatives: NEW YORK J. B. Woodward 110 E. 42d St. CHICAGO Woodward & Kelly 360 N. Michigan Ave. DETROIT Woodward & Kelly Fine Arts Building SAN FRANCISCO C. Geo. Krogness 253 First National Bank Bldg.

Average Daily Net Paid Circulation for Six Months Ending May 31, 1927-439,990

PITTSBURGH POWER

If you want power in the Pittsburgh market—if you want dominance—if you want real selling force—the Pittsburgh Press ALONE will carry your advertising and sales program to success.

During 1926, the Press carried the gigantic total of 25,254,684 lines of advertising, a figure exceeded by no other Evening and Sunday newspaper in the United States except the Detroit News and the Washington Star.

Greater Pittsburgh includes the corporate city of Pittsburgh and 56 nearby boroughs and townships. The Pittsburgh Press, daily, has 38,174 more net paid circulation in this area than both other evening newspapers combined. The Press, Sunday, has 19,083 more net paid circulation in this area than both the other Sunday newspapers combined.

The Press is first in everything in Pittsburgh. In some cities, the "leading" newspaper may have merely a few hundred more circulation than a competitor, or may have merely a few thousand lines of advertising more than a competitor. Pittsburgh, however, has only one GREAT newspaper. The Press has overwhelming leadership. And the Press gained 1,657,292 lines of advertising during 1926.

Daily Circulation 198,046

Sunday Circulation 259,155



SCRIPPS - HOWARD

Pittsburgh Press

A Scripps-Howard Newspaper

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York, N. Y. Chicago Detroit San Francisco Los Angeles Seattle



Twice the Sales Calls per Man per Day!

RADIATING from Indianapolis, 17 railroads, 13 electric interurban lines and 15 motor bus lines provide swift, convenient transportation to every part of The Indianapolis Radius. For salesmen who motor, a network of excellent highways is equally advantageous.

Salesmen say that in working The Indianapolis Radius they can make twice the national average of calls per man per day. This

cuts selling costs, speeds the winning of distribution and entrenches leadership through closer contact with the trade.

Add to this the prestige of The INDIAN-APOLIS NEWS in this rich, concentrated market of 2,000,000 people—its powerful advertising influence with the trade and with the public—and you have a most favorable condition for sales success.



The INDIANAPOLIS NEWS solls The Indianapolis Radius

FRANK T. CARROLL, Advertising Director

New York: DAN A. CARROLL 110 East 42nd St. Chicago: J. E. LUTZ
The Tower Bldg.

Everybody's Business

By Floyd W. Parsons

Guessing the Future

ORECASTING tomorrow has come to be the common sport of the day. Glibly we are told of outcomes that are said to be inevitable. But when we analyze most of these flights of imagination, we find that the self-appointed prophets in drawing a pic-

ture of the future have merely multiplied and enlarged the latest things of our own age. Very little is presented that is new for the reason that the human mind finds it difficult to depart from the beaten road we are now traveling.

If we are using small airplanes, those of tomorrow are to be monsters in size. If our buildings are so high. those of the new age will be twice as tall. People throughout the earth are to see and talk to one another instantly, if they so desire, with distance and space practically eliminated. The atom is

to give us power and wireless waves are to transmit it. On and on goes the story until the writer has exhausted every possibility in the development and use of all the marvels about us. These are the folks that appear to believe that everything new will supplant everything old.

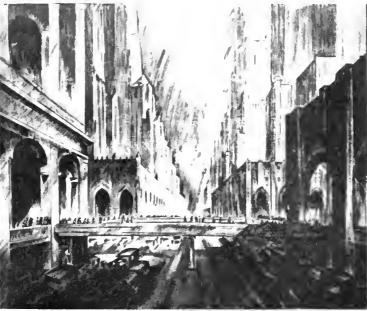
Then there is the other school of thought which adheres to the idea that civilization in the future as in the past will continue under the influence of the forces of action and reaction—progress and retrogression. We are warned of the probability that a backward swing of the pendulum will restore long skirts, long hair, hand labor and foods that never passed through a cannery.

One may well question the soundness of either viewpoint. The advance of civilization has not been straight
ahead, but over a road that has twisted and turned in
all directions. If will be even more winding in the
future and no living person can see around the curves.
Our recent progress has come as a result of dire necessity caused chiefly by a rapid growth of population.
We have constructed higher buildings; established oneway streets for traffic; developed immense systems of
sewage and sanitation; provided extensive facilities
for the speedy distribution of heat, power and light;
accustomed ourselves to subsisting largely on canned
foods; and enacted laws to prevent the pollution of air
and water, all because such changes were demanded
by new living conditions and the resultant standards.

It is folly to assume that there will ever come any kind of reaction that will cause us to retreat down the same road over which we have traveled. The old order is dead beyond recovery. There can be no "back to nature" movement on any large scale. Nature will have to be brought to us by those who have perfected ways and means to provide artificial sunlight, properly

conditioned indoor air, and all the other health essentials that new customs and methods have taken away from dwellers in congested cities.

Each succeeding day discloses more clearly the multitude of limitations that surround our conception of the future. On every hand are hundreds of things which not even science can explain. We know that due to the laws of gravitation a liquid runs downhill. But no one can satisfactorily tell us why the coffee in our cups runs uphill when we touch a lump of sugar to the surface of the



Courtesy John Wanamake

liquid. Pages of discussion about capillary attraction still leave us in the dark pit of black ignorance.

Not everything can be reduced to a mere matter of chemical analysis or mathematical solution. Things like the business cycle that are caused chiefly by the action of human nature still remain riddles. We have found it possible to provide our leaders of industry with facts and figures which reduce buying and selling to a science, thereby lessening the dangers of overinflation, but no one is able to suggest a practical remedy for the ever-present urge within us to take a chance. On every golf course one will find some of the oldest and most experienced players trying to get distance out of the rough with a brassie instead of playing safe with the club intended for the job.

In many ways we are more clever than our ancestors, but nothing has been devised to take the place of human instincts in business and social affairs. No one has revealed any satisfactory substitute for our ancient methods of judgment, trial and error in selecting a wife, a business partner or a political party. We are more conscious than ever before of our shortcomings, and as a result we all agree that "something must be done," but our visionary powers appear to surpass our creative ability. We are long on "good intentions" and short on ways and means.

And let no one be deceived into believing that it is easy to provide plans and specifications for the new economic [CONTINUED ON PAGE 64]

PHOTO-ENGRAVING ON DISPLAY

A University of Photo-Engraving and Printing Between the Covers of One Book

The book "Achievement,"
costing seventy-five dollars
a copy to produce, and sold
to advance subscribers at
ten dollars plus postage,
will in years to come be
an important collector's
item.

In the opinion of the experts I have consulted, such a volume will likely sell at auctions at one thousand dollars the copy. Its cost to you is an investment, not an expenditure.

oft mile

"Achievement"

The American Photo-Engravers Association has undertaken the greatest task in all its glowing history in the publication of "Achievement in Photo-Engraving and Letter Press Printing 1927."

This bound volume will contain a world's fair of the engraving arts and crafts, a gallery of pictorial accomplishment, an exhibit of America's finest letter press printing and a veritable university course in processes and methods.

Everyone whether creator or buyer of printing and printing plates will profit beyond measure in the possession of this proud volume. Reserve your copy now through your engraver or electrotyper. "Your Story in Picture Leaves Nothing Untold"

AMERICAN PHOTO-ENGRAVERS

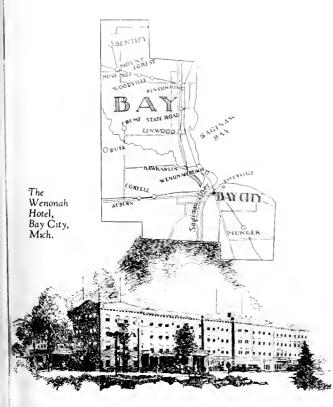
Washington Boulevard Bay County

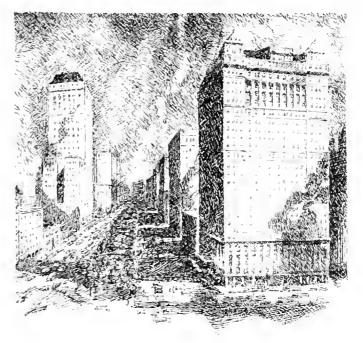
A MARKET is a place where you can make the most money with the least work, or make less money do more work, just as you may look at it.

0

The Greater Detroit market is one of those places. It is one of the richest markets in America, and you can reach every other one of the 538,828 homes in it, through The Free Press.

The northern boundary of this market is Bay County—one hundred eighty minutes from Detroit by motor. Nearly one half of all the homes in Bay County receive The Free Press regularly, and these





Washington Boulevard, Detroit

homes obviously represent the best buying units in the community.... they are the most alert, most intelligent people who live within sight of Saginaw Bay.

0

No matter what other advertising medium you may be using, you are not reaching the most important buying elements in the Greater Detroit market unless you are now including The Free Press on your schedule.

Failing to do that you are actually missing the greatest number of people who buy most through advertising, whether they live a few blocks or miles from Washington Boulevard, Detroit, or the Wenonah Hotel in Bay City, metropolis of Bay County.



New York

Chicago

Detroit

San Francisca

the net paid circulation of the current issue of Advertising and Selling (founded as Advertising Fortnightly May 9, 1923) is 9116. :10th



Interior of a yarn mill

How Does Textile World Rate in the South?

THIS question is frequently asked in view of the rapid expansion of the cotton manufacturing industry in the Southern States.

Of all the evidence we have to submit, the following single fact stands out preeminently.

During the past year Southern yarn mills (textile manufacturers themselves who sell their product to other textile mills) advertised, either direct or through their sales agents, as follows:

Used Textile World exclusively	86
Used Textile World and one or more other tex-	
tile papers	22
Used other textile papers and not Textile World	1

In other words, Textile World is the outstanding choice of the Southern yarn spinners themselves.

There is no more direct route to the buying power of America's second manufacturing industry than its predominantly first textile publication.

Textile World

Largest net paid circulation and at the highest subscription price in the textile field.

Member of Audit Bureau of Circulations and Associated Business Papers, Inc.

334 FOURTH AVE.



NEW YORK



MEDIEVAL FRANCE

A thousand years of history awaits you at the gangplank

ALL the glamour of tradition—of legend—envelopes you—the moment you board a French Liner. France-medieval, poetic, and France today-alive and laughing ... Tear yourself away from Paris-its gayeties—its bewitchment and follow the lovely Loire down to the Chateau Country. Picture the exquisite Diane de Poitiers at Chenonceaux-tragic de Let your motor discover enchanting Guise at Blois. little nooks—all your own in the finding—some ancient hidden inn that sets you a feast for the Godsa tiny peak-roofed village clinging to the walls of a grim old fortress

Enjoy the very spirit of France six days before you had expected—on a de luxe French liner... a weekly express service to London and Paris ... at Le Havre de Paris-a special boat train waits-a swift flight through the quaint old towns, the blossoming country of Normandy-three hours and you are in Paris . . . terminus to all the playgrounds and capitals of Europe.

Four One-Class Cabin liners direct to Havre. Overnight the Riviera ... The New York-Vigo-Bordeaux Service, three

French Line

liners to southern France and Spain.

Illustrated booklets or information from any French Line Agent or Tourist Office, or write to 19 State Street. New York City

7 7

"—the same quantity, but expressing different values—"

Light face, bold face

A FIGURE seven is a figure seven—
a slanting line with a horizontal bar at the top. Yet, printed, a figure seven may be light face or bold face—the same quantity, but expressing different values.

That is why magazine statistics must be interpreted as well as tabulated. Figures of *The Baseball Magazine*, for instance, are light face for the milliner, bold face for the sporting goods manufacturer. Of two magazines, each listing some 150,000 readers, one may be going up, the other going down.

It's the bold face figures that count—and no magazine has bolder faced figures than TIME. It is not so much that TIME has plus-135,000 subscribers today, as that it had only 9,000 subscribers four years ago, as that it will have 160,000 by Jan. 1, 1928. It is not so much that it has 3.4 readers for each subscriber*, as that 82.5 per cent of those readers are of the cover-to-cover

variety. It is not so much that TIME's policy prevents more pages of advertising than of reading matter, as that every advertisement has a high visibility and appears on a well-scanned page.

Perhaps least statistical, perhaps most important, of TIME's features is its reader-interest. TIME's circulation is about 95 per cent mail-circulation, yet it is not high-pressured into reluctant households by glib persuaders, premiums or club offers. TIME costs more per word than any other general magazine in the U. S. That its readers carefully eye all the words they pay for is shown by its floods of subscriberletters—sometimes critical, sometimes corrective, never dull.

TIME can tell—does tell—a good "figure story." But it's the readers behind the figures that make the figures bold.

ROBERT L. JOHNSON, Advertising Manager 25 W. 45th St., New York City Main Office: Penton Bldg., Cleveland, O.

*The usual figure is 4.3, this being the census estimate of the average persons per family.

TIME does not appeal to —does not add in — the .9 of a person under the age of ten.

TIME

To Press Tuesday - THE WEEKLY NEWSMAGAZINE - To Readers Friday

TYPICAL SUBSCRIBERS to The American Printer

Edwin H. Stuart, Inc., Pittsburgh



The seventh person on the left in this picture is Mr. Stuart himself, head of this well known firm of advertising typographers. On his left is his daughter; on his right is Mr. Davis, secretary and office manager. On the extreme right of the picture is George Kinnard, treasurer and superintendent of production.

Says Mr. Stuart:

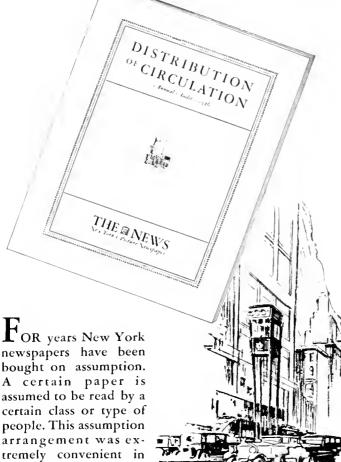
"THE AMERICAN PRINTER is one of my favorites among the trade journals. Its warm and friendly tone, its understanding of the kindred feeling that exists between craftsmen, its constant advancement of the best interests of the craft, to say nothing of its pleasing appearance, make it always interesting. After a careful perusal, with notations of any special articles so that our fellow executives will see them, I turn THE AMERICAN PRINTER over to our superintendent, Mr. Kinnard, who reads it within a few days and then puts it on top of his desk so that others in the shop may read it also."



Every subscription on THE AMERICAN PRINTER list counts big in its value to advertisers. Much of the circulation is printshop circulation and THE AMERICAN PRINTER is read by those who buy machinery, paper, devices and supplies of all kinds. Advertisers should arrange now to take advantage of the September Printing Exposition and Craftsmen Number of THE AMERICAN PRINTER, to announce new models, devices and papers. These annual inspirational feature numbers are internationally famous.

The American Printer, Inc. Telephone 9 East Thirty-Eighth Street, New York

CHICAGO: Peoples Gas Bldg. Telephone Wabash 4000 CLEVELAND: 405 Swetland Bldg. Telephone Superior 1817



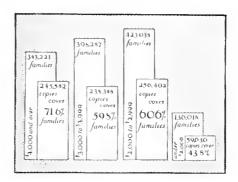
bought on assumption. space buying, even if it

wasn't true! And for years, New York newspapers were sold by the attractiveness of the impression, and the persistence with which the publisher stuck to it.

On the other hand, for some years newspapers in other cities have been analyzing, classifying and localizing their circulation, giving the figures a local habitation and a name. But because most newspapers in New York are bought from newsstands, instead of from carriers or by subscription, New York circulations escaped analysis. New York publishers were charmingly diffident as to where and to whom their papers went.

In the morning field, the publisher printed so many copies, sold them in bulk to jobbers or distributors, didn't know and sometimes didn't care where the papers went. True enough, the ABC defines city circulation and suburban circulation; but "city" meant six million people and "suburban" included three million. The situation allowed considerable imaginative enterprise.

MORE than five years ago The News established its own independent distribution, serving directly 15,000 newsdealers in the Metropolitan district. Their names and orders are on our books; our representatives call on them at least once a day; we pack, ship, deliver and collect for their orders.



Definite! not diffident

From these books we make an annual distribution audit of city circulation. The 1926 audit is now ready, issued in booklet form To It is available to any advertiser interested enough to ask for it. News circulation, Daily and Sunday, is distributed by New York survey districts. Population, number of families, average annual family expenditures of these districts are known. Our audit allocates our paper's sales, shows where they go, to whom

they go; proportion of coverage; and coverage by expenditure groups. Percentages of population and circulation by districts are charted.

For instance the tables will show you that Central Park West, Manhattan District 13, has 23,457 families, with an average expenditure of \$10,199 per family, a Daily sale of 11,329 copies, and a Sunday sale of 7,392 copies of The News; and so on for all districts in four boroughs. This audit also shows how much of any income group News circulation covers. It exposes the population and buying power of the market, the quantity and quality of News circulation.

TIVEN an intelligent understanding of the market, and advertising space in The News, you have all you need for selling New York & Without obligation, follow up, liability to solicitation or personal persuasion; for your own information and a better understanding and appreciation of the New York market—may we send you this book? Business letterhead preferred.

THE 🚇 NEWS

New York's Picture Newspaper

Tribune Tower, Chicago 25 Park Place, New York



Meeting of the Advisory Committee of the Simplified Practice Division of the Department of Commerce with representatives of the business press to discuss the award of prizes offered by a member of The Associated Business Papers, Inc., for the best application of simplified practice to a business.

TO cut production costs and to reduce distribution wastes, thousands of manufacturers, wholesalers and retailers have voluntarily agreed to eliminate excess sizes and varieties under the direction of the Simplified Practice Division of the Department of Commerce.

Business publications have taken a primary part in this great movement to reduce manufacturing and selling expense and prevent rising prices. Editors and advertising men are serving on committees; editorial articles and advertising copy have told the story of these savings to millions of readers, trade by trade, industry by industry. It is this intimacy of the

business paper with its field that carries conviction with the reader and gives it editorial vitality and business-getting strength.

Advertiser and advertising agent may obtain from the intimate knowledge of the business paper publisher, editor and advertising man guidance and counsel to put great movements in industry to work in the channels of trade.

Business publications are geared to industry. A technical or trade or class journal enables the advertiser to specialize in his advertising in the same way that he is specializing in his selling.

THE ASSOCIATED BUSINESS PAPERS, INC.

52 Vanderbilt Avenue, New York



The A. B. P. is a non-profit organization whose members have pledged themselves to a working code of practice ia which the interests of the men of American industry, trade and professions are placed first—a code demanding unbiased editorial pages, classified and verified paid subscribers, and honest advertising of dependable products.

YOUR WORLD HAS CHANGED

Inventions scarcely need comment. We contemplate a new one every day. Hardly has the radio become practicable when the air is overcrowded, and a plea goes up for government regulation of wave lengths.

"See the airplane," said a father to his ten—year—old daughter the other day, with the wonder of a generation which has seen the birth of flying.

"No, father," replied the child of a new era, "that is a hydroplane."

We have already seen the old familiar cellar freed from coal and ashes by means of the oil burner. The coal wagon disappears in the offing, following the oil lamp, and the petticoat, the horse and buggy, the square piano, cotton stockings, and the summer kitchen.

Your world is being recreated today by three important influences; first, the closeness of



science and discovery to commercial manufacturing; second, the shortness of the link between the manufacturer and the consumer; and third, the amazing speed with which the American public makes up its mind to change its mind.

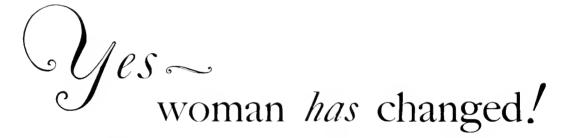
Of these three, the most vital in selling is the last one. There is great opportunity for the manufacturer who makes up his mind quick enough.

CALKINS & HOLDEN, INC. 247 PARK AVENUE · NEW YORK CITY



But what woman has done to many long-established industries is a tale to make bankers weep and economists tear their hair. Never in the history of mankind has woman undergone so complete a transformation—social, political, moral and sartorial—as in the last decade.

- EARNEST ELMO CALKINS In The Atlantic Monthly



And Delineator has changed, too, to meet woman's new, increasing demands.

For women of today are constantly asking, "What is new? What is unusual? What is smart?"

And this new and changed Delineator answers exactly their questions.

Every month more advertisers are co-operating with Delineator in its purpose—to further the Art of Gracious Living.

Delineator

THE BUTTERICK PUBLISHING COMPANY

Consistent Progress

The July issue shows a gain in advertising lineage of 30% compared with the July issue last year; while for the first six months of 1027 the average gain over the year before was 30.3%

Advertising & Selling

VOLUME NINE—NUMBER FIVE

June 29, 1927

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PRESENT day sales management appears to be overstressing the sustained driving for new accounts. In his current article, "Working the Old Accounts," Ray Giles points out some of the dangers of such a method of procedure, and at the same time emphasizes the advantages to be gained by eloser cooperation with the dealers already on the books. Pointing out that it is cheaper to advance an old account than to sell a new one, Mr. Giles goes on to explain various methods of cooperation with retailers which have produced greatly increased business for companies with which he is aequainted.

M. C. ROBBINS, PRESIDENT

J. H. MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Caledonia 9770

New York: F. K. KRETSCHMAR CHESTER L. RICE

CHICAGO: JUSTIN F. BARBOUR Peoples Gas Bldg.; Wabash 4000 NEW ORLEANS: H. H. MARSH Mandeville, Louisiana

CLEVELAND:
A. E. LINDQUIST
405 Swetland Bldg.; Superlor 1817

London: 66 and 67 Shoe Lane, E. C. 4 Telephone Holborn 1900

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Hit the old wallet hard, didn't it? But then, maybe the occasion warranted such an orgy of extravagance.

Funny how times have changed.

You can buy all the orchids you want now, and never bat an eye.

And it's just like that with lots of things. What yesterday you would have rated rank extravagances today you look upon as mere every day necessities.

Well, did you ever stop to consider how many there are just like you? Lots of folks have been making money. A decade ago there were just a few hundred thousand who moved in the orchid-buying group. Today that class has grown to several million!

They buy the motor cars, the automatic refrigerators, the period furniture, the select branded goods of every description. They've got the money, and they just will have these things.

If you are a manufacturer of a quality product, you have got to talk to millions! Just a hundred thousand, more or less, won't do.

Cosmopolitan goes monthly into the homes of a million and a half of the very class we have been talking about. These homes are situated in the 2787 towns and cities and wealthy suburbs where over 80% of the Nation's business is concentrated.

Cosmopolitan goes to this class of luxury buyers today for the same reason that it went to them yesterday. It is written to them, favored by them, bought by them because its editors have planned it that way. They know what these sophisticated people want in the way of reading matter, and select the contents of Cosmopolitan accordingly.

That this luxury buying class has expanded to its present proportions is entirely consistent with the Nation's unprecedented prosperity. It is Cosmopolitan's good fortune to be in such high favor with them.

Is it necessary to point the manufacturer's opportunity in such a combination?

Let a Cosmopolitan representative give you more complete information.

Advertising Offices

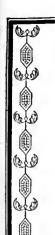
326 West Madison Street CHICAGO, ILLINOIS

119 West 40th Street NEW YORK CITY

5 Winthrop Square BOSTON, MASS.

General Motors Building DETROIT, MICHIGAN

625 Market Street SAN FRANCISCO, CAL.

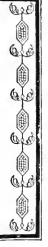


IUNE 29, 1927

Advertising & Selling

FREDERICK C. KENDALL, Editor

Contributing Editors: EARNEST ELMO CALKINS ROBERT R. UPDEGRAFF Marsh K. Powers Kenneth M. Goode CHARLES AUSTIN BATES FLOYD W. PARSONS G. LYNN SUMNER RAY GILES N. S. Greensfelder JAMES M. CAMPBELL FRANK HOUGH, Associate Editor



Working the Old Accounts

Following Up Old Accounts Is as Important as Soliciting New Ones

By Ray Giles

E were looking over the factors in the Prize Contest which is each year carried on by one of the more successful manufacturers in the grocery field. At the top of the list was a heading:

Percentage of increase in business from old accounts (at least two years on our books.)

No doubt an item of this sort is included in many salesmen's prize contests, or remuneration plans. It happens, however, that I never before seen it made so prominent a factor in a manufacturer's plans. To my comment on this the sales manager

replied, "I suppose the growth of our old accounts is of more importance to us than it is to the average manufacturer, because we are already doing business with a very large per-

N many cases so much emphasis is placed on the soliciting and securing of new accounts that the old ones are apt to be neglected. Sales managers should study the field of their dealer outlets thoroughly so that they may become acquainted with the conditions and sales potentialities of their present and old accounts. In this way they are in a position to wring out all the values of their enstomer's field, perhaps previously unconsidered

But regardless of the state of an individual manufacturer's business, I have always felt that this growth of old accounts should be the major consideration in building a business. centage of our desirab'e outlets. It probably is in most instances, but

in many cases the emphasis is so heavily put on securing new accounts that the old ones may be neg-

"My idea is that a marketing program is something like an advancing army. Gains are never sure until they are consolidated. A new account repreground sents new taken, but you are never certain of holding it until you have the trenches manned and your artillery backing them That takes time and effort. Leaving out any further comparisons to military tactics, the old account must be a growing one if it is to satisfy the dealer himself. If his business on your line isn't growing, he will begin to

look for faults in the line even if criticism may be far more logically directed at his own efforts and methods. And then you have an account that may flop over night to a rival. Again, the old account, once lost, is usually harder to get back than three new ones."

There is nothing particularly new in this line of thought. But it is a matter which may be considered again from time to time, particularly in the light of what others are doing to build up their old accounts.

One of the leading automobile manufacturers, the "A" car, is now out hot after the manufacturer in his price class who is just ahead of him and making the "B" car. About two years ago the maker of the "A" car discovered that in certain cities and counties in different sections of the country his dealers were disposing of more "A" automobiles than the dealers who sold "B" cars. So "A" began to study the methods of these super-men. He found nothing particularly striking. It was simply a case where the "A" dealers had a conviction that their car was so good that it ought to outsell "B." So the facts were sent to all the "A" field men. They took them to other "A"

dealers. They didn't use pressure. They simply presented an interesting picture, a nice oil painting of the chance there was for the listener to pass the local "B" dealer in volume of sales. It had been done in many parts of the country. It had been done without any special equipment. It had been done by dealers who were presumably no brighter or abler than themselves. As a result more and more of the "A" dealers are passing the "B" dealers in their communities.

In all this there is a principle which has as yet been used by only comparatively few manufacturers. It lies in the fact that there is a way of getting one dealer's example to stimulate other dealers. Even the manufacturer who ranks low in volume among his competitors usually has at least a few dealers here and there who are making his product the leader in their communities. He should use these records to stimulate other dealers just as he uses his high

salesmen's records to stimulate the salesmen who rank lower.

The manufacturer who sells through exclusive agents has the right to expect that these accounts will grow from year to year. But sometimes the maximum seems to have been reached. What then? One house selling through exclusive dealers has had great success in encouraging these dealers in the larger cities to open branches in other parts of town or in the suburbs. To the progressive dealer this represents an interesting venture. And almost invariably it turns out profitably both for the merchant and for the manufacturer.

The manufacturer of a line of heating equipment is now trying an interesting plan which promises to increase substantially his business from old accounts. Ordinarily the plumber has little or no follow-up on his customers. He has no ways for reaching out for new trade.

[CONTINUED ON PAGE 54]

Who Writes This Hotel Literature Anyway?

By Earnest Elmo Calkins

HAVE just been going through some hotel booklets trying to find a place to spend a va-L cation. This is the acid test of any advertising. If it cannot sell a man who is seeking that particular product, it must be lamentable indeed. All the book'ets I examined reminded me of Tallyrand's famous epigram that speech was given man to conceal thought. These booklets appear to have been gotten out for the sole purpose of hiding the hotel. They all use the same words, and apparently even the same pictures. In fact, I read one book carefully without discovering that it was describing another hotel elsewhere under the same management. One was in the mountains, the other beside the sea, but there did not seem to be anything much to say about either.

How I longed for just one sincere, straightforward booklet, telling exact'y what the hotel was, with some indication of its individuality, if any; a plan of its floors, with the sizes of rooms; location of furniture, and points of the compass distinctly marked, with accurately captioned photographs; a specimen menu; a schedule of approximate prices; and especially an honest statement of what are usually considered adverse circum-

stances, such as a raise in rates during the high season, that dinner is served at noon on Sundays, that rooms are or are not heated, that the proprietor lives in the hotel, some statement about what he tries to do with his caravansary (besides make money), what class it is aimed at, and how it adapts itself to that c'ass. Two hotels-one the simple sort, where you can eat in sports clothes if you like, with no dress parade, no valets' or maids' quarters, no high-hat headwaiter or condescending bell boys, sounds in its literature exactly like that other hotel where three wardrobe trunks are hardly enough to last out the month, and the doorman is dressed like a Swiss admiral, and the menu card contains 197 different dishes every night. Both have "perfect service and unsurpassed cuisine." And they both look the same in the photographs, and talk the same in the text, and are surrounded by views of the eighteenth putting green.

I have seen books about hotels that were intelligent, discriminating, individual and informative, but unfortunately I have never been able to secure accommodations at those places. The kind of advertising they do keeps them full up.

Glenn Frank Said—

Notes from His Address Before the Sixth Annual Convention of the National Industrial Advertisers Association

THE casual observer is likely to think of the _ advertising man as a mere merchant of catchwords to caress the ears of the credulous and lure them into buying things they do not need. Maybe there are advertising men who do not rise above this confidence-man philosophy of their profession. If there are such men in the business of advertising, it is a case of the littleness in the man libeling the largeness of the profession.

S

The business order and the social order are too intimately related for the advertising man who aspires to be more than a tricky tradester to tear them apart in his thinking. The really great advertising man knows that a good business cannot be permanently maintained in a bad civilization. And this is why the great advertising man must be a

statesman as well as a salesman.

§

The art of salesmanship is something more fundamental than the mere gaudy tricks of the high-power salesman who has learned his trade in six snappy lessons by mail.

8

It doesn't pay to take the old adages too seriously. I am sure that no end of harm has been done by the time-honored theory that if you build a better mouse-trap than anyone else you can bury yourself in the woods and rest assured that the world will beat a path to your door and demand your superior product. This is a very busy world we are iving in. Even excellence must ight for attention. The world is sure to be waylaid by a good salesnan long before it reaches your abin in the woods. The regrettable ruth is that you dare not do good vork and let it go at that. Miracles lo not happen even for the right.



Dr. Glenn Frank
President, University of Wisconsin

You must know how to sell as well as how to create.

S

The advertising man's profession is a profession of dignity, not only because the art of salesmanship with which it deals is so fundamental to civilization, but because it is one of the key posts in the field of business. And business has a significance and dignity we are coming more and more to appreciate.

Most of us at some time have sighed for some more challenging and exciting and socially significant undertaking than the job out of which we are making our bread and butter. This is usually a matter of misplaced halos. It is easy to idealize the more spectacular undertakings of mankind and to underestimate the significance of the task in hand.

§

The flowerings of literature and art and music, all of the things that give grace and distinction to life, sink their roots in the soil of economics. I do not mean to say that

riches and luxury are necessarily the parents either of art or of happiness. My contention is simpler than that—and truer. Poverty has spurred many men to great art and great achievement. Drudgery has no such claims to enter. Poverty prods men. Drudgery poisons men.

And the emancipation of mankind from drudgery can come only through the further and finer development of the much-abused machine civilization that is coming out of our factories.

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The ultimate dignity of the advertising profession must depend upon the faithful facing of certain duties. I suggest four such duties:

First, the duty to use slogans honestly.

Second, the duty to educate the nation in the uses of prosperity and times of plenty.

Third, the duty to socialize the idea of business success.

Fourth, the duty to merchandise modern thought.

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I am more and more convinced that business is one of humanity's most promising instruments for its emancipation; that business, damned and derided as it has often been, is today writing a new Magna Charta for the race.

The old Magna Charta meant the conquest of despotism. The new Magna Charta means the conquest of drudgery. The old Magna Charta was won by the insistence of great mobs. The new Magna Charta may be won by the inventiveness of great manufacturers.

l have just read the first line of the new Magna Charta.

In Henry Ford's new book, "Today and Tomorrow," I find this sentence: "Hard labor is for machines, not men." Here are eight short and simple words. There are no polished phrases in this brief sentence. And yet, if I mistake not, the germs of a new civilization are hidden in it. My Life in Advertising—III

My Earlier Experiences With Swift and Company

By Claude C. Hopkins

WIFT & CO., packers of Chicago, advertised for an advertising manager. I looked them up, and I found that their capital at that time was \$15,000,000. I inquired about them, and I learned that they intended to spend \$300,000 a year. That would place them at that time among the largest American advertisers. I could not see in the Bissell line one-tenth the chance they offered, so I resolved to obtain that Chicago position. I had no doubt of my ability to do so. In my Michigan field I was king, and I never dreamed that other potentates might treat me as a slave.

I went to Chicago, then out to the stock yards, and was referred to Mr. I. H. Rich. He was head of the butterine department and the man who had urged them to advertise.

"Mr. Rich," I said, "I have come

for that position."

He smiled at me benevolently and asked me for my name and address. These he wrote down on a sheet which held many names before mine.

"What are all those names?" I asked.

"Why, they are other applicants," said Mr. Rich. "There are 105 of them. Your number is 106."

I was astounded. One hundred and six men considered themselves fitted for that high position. What effrontery!

I turned to Mr. Rich and said: "I came here mainly to learn where I stood in advertising. I did not really desire this position. My heart is in Grand Rapids, and I feel that my happiness lies there. But this is a challenge. I am going to prove myself best fitted for this place."

Mr. Rich smiled. "Go ahead." he said, "and God bless you. We are waiting to be convinced." Then after a brief talk he dismissed me.

I knew all of the leading advertising agents of Chicago. They had solicited my business. So that afternoon I went to each and said: "Please write today to I. H. Rich,

care Swift & Co., Union Stock Yards, Chicago, and say what you think of Claude Hopkins." All promised to do that, and I knew that some of them would write very flattering

That night I returned to Grand Rapids. It happened that I had lately been employed there by the Board of Trade to write a history of the The members were delighted Writing that book had brought me into contact with all the leading business men. I started out the next morning to see them. First I called on the bankers, then on the furniture makers, then on the wholesalers, then on other business men. I spent several days in this quest. To each one I said: "Please write to I. H. Rich, care Swift & Co., Union Stock Yards, Chicago, and say what you think of Claude Hopkins as a writer and an advertising man." That started a flood of let-

THEN I went to the Grand Rapids lacksquare Herald and said: "I want to write for you a daily two-column article on advertising. It will cost you nothing, and it will educate your advertisers. All I ask is that you let me sign the articles and that you publish my picture in them."

They agreed, so every evening after office hours I wrote that twocolumn article. Then I took it to the office on my bicycle to reach the paper before midnight. Every article was addressed in reality to Swift & Co., to Mr. I. H. Rich. It was written to show what I knew about advertising. As the articles appeared I mailed them to Mr. Rich.

After three weeks of that daily bombardment I received a telegram from Swift & Co. asking me to come to Chicago. I went, but with little idea of accepting the position. I had come to realize more than ever that I would be lonesome away from Grand Rapids. But I had to complete my conquest, so I went.

We had not discussed salary; that

was too remote. So my idea of escape was to ask a salary higher than they would pay. I did so, and Mr. L. F. Swift, now president of the company, refused to consider it. He had read none of my letters or articles. I had made no impression on him, so all he considered was my salary demand.

Mr. Rich then asked for another conference in the afternoon, and took me out to lunch. At the table he talked like a father. He pointed out the narrow sphere I had, and always would have, where I was. Swift & Co. were offering me one of the greatest positions in my line. They had a score of lines to advertise. There I would have an unlimited scope. He pictured the folly of refusing such an opportunity, and I yielded to his persuasions. lunch I went back and accepted the salary offered, promising to start in three weeks.

The next morning in Grand Rapids I went up to my home and saw the family on the porch. There were shade trees in front and many flowers in the yard. I contrasted that setting with the stock yards, where the outlook covered only dirty pens filled with cattle and hogs. The way to the office led through a halfmile of mud. Then I regretted my action. The price seemed too great to pay. Had I not given my word I would have turned back that morning to quiet insignificance. now, after looking back thirty years, I think I would turn back this morning.

N three weeks I went to Chicago. LI secured a room on Forty-third Street, because the cars there ran to the stock yards. The room was a small one, dark and dingy. I had to climb over my trunk to get into bed. On the dresser I placed a picture of my home in Grand Rapids, but I had to turn that picture to the wall before I could go to sleep.

The next morning I went to the stock yards and presented myself for

[CONTINUED ON PAGE 66]



Courtesy Western Electric Co.

Twenty-two Ways to Use an Advertisement

By Walter M. Lockenbrook

"HERE," said the vice-president, as he put his okay on the final proof of the season's first advertisement, "we're through with that."

"But we aren't," replied the advertising manager, "this is only the beginning." And then he went on to outline the different ways in which the advertisement would be used either coincident with—or after—its publication appearance.

Many of today's advertisers are doing far more with their advertisements than merely seeing them safely printed in magazines or newspapers. Advertisements are useless unless seen. Printed in the chosen publications, they get their major audience in point of numbers. But, of course, there is waste in any form of advertising medium. In the case of certain groups of people, the advertiser tries to cut down this waste as far as possible. Hence the supplementary use of the advertisement in the forms listed here:

Proofs posted within the plant: The current advertisements may be posted on bulletins throughout the plant. The reasons for this vary somewhat. Other things being equal, human beings prefer to work for well-known companies, producing well-known products. When inspectors or operators of drill presses, or elevator men have the advertisements where they can see them regularly, there is built up that much more house pride. These workers are not always close readers of magazines, newspapers or trade publications. It costs next to nothing to post the proofs where they are sure to see them.

Reprint in letter to trade: The four-page form of letter is used four times a year by one advertiser. On page 1, he may type some interesting letter which has no direct relation to advertising. On pages 2, 3 and 4, he reprints three of his current advertisements just to further make sure that the advertising is being seen by the trade.

Jumbo reproductions for window display: In this form, the advertisement serves several purposes. The message is again brought to the attention of the trade. In the store window it ties the store up to the

advertising which the consumer saw in print. To the passerby who did not see it in print, it gives a fuller message about the product than the usual form of display card which carries little or no wording.

Proofs to department heads of the advertiser's own organization: This is their house in print. Their interest in its welfare may be fostered further by placing proofs of all advertisements before them.

Proofs to stockholders: Every stockholder should be a customer, and more. He or she should be an advertising medium for the goods. Since it is to the stockholder's interest to sell more goods, feed him with the facts which will provide conversational material for converting others to the use of the commodity.

Proofs to important stockholders and directors of the company: Somewhat different from the foregoing paragraph. Here we keep posted those who have a heavy financial interest in the company. Obviously, they are worth catering to.

To present dealers with important parts of text, ringed in red or otherwise emphasized: One advertiser,

for example, is trying to direct sales away from the cheaper chain stores to the higher-grade independent dealers. Three sentences in each of his advertisements remind his dealers of this effort he makes on their behalf. In sending out proofs of his advertisements, he always calls attention to this part of the text which is so important to the trade.

To branch houses: Advertising is one of the "ties that bind" up the component parts of a far-flung organization.

To wholesale distributors: Because they may be bombarded with so many advertising campaigns on different items in their stock that an advertiser does not want his product lost sight of in the shuffle.

To jobbers' salesmen: If the jobber will give you a list of his men and their addresses. In one case I know of, the manufacturer gets his proofs before the men by providing a bulletin board and thumb-tacks. On the board, his advertisements are tacked when and as received by the jobber. There they greet the salesman as he goes in and out of the office.

To the manufacturer's own salesmen: Of course!

In miniature form at the left side of correspondence envelopes: Not many advertisements can be used in this way, but where they can it is one more way to carry the message to the trade. The same reduced cut of an advertisement may be printed on letterheads, invoices and other forms which are used in correspondence between the house and its customers.

Mail to employees at home: This is another and more striking way of keeping all operatives, clerks, salesmen and executives posted about the

Read this letter to your pupils

Cluldren in Holland

Use Ribbon Dental Cream

William States and S

appearance in print of the house for which they work.

Reprint in house organs: This seems like one of those obvious things to do, but a review of quite a collection of house organs shows that many of them do not include reproductions of current advertisements which are being sent out by the manufacturer.

Pack proof with package of goods: This may be done either to advertise to the ultimate consumer or to bring the current advertising again to the attention of the retailer or wholesaler.

T is fairly common practice to pack a certain amount of "dealer help" material with each lot of goods shipped to the retailer. In fact, some houses waste too much money in this way. Proofs of advertisements cost less, so the possible waste of money is far sma'ler. Mail a proof of an advertisement to a dealer, and he may throw away the envelope unopened. In some cases the chances of his reading the advertisement are greater when it pops out of a carton of goods which he is opening.

When the consumer finds an advertisement in a package of the goods he has bought, there are fair chances that he will read it. If so, the advertisement may put him in a

A Colgate Game

for two, three or four players

The what of the game, the first has from the game of the collection of t

THE accompanying illustrations show one of the methods by which an advertiser may keep his publication insertions working for him long after they have disappeared as actual display material. These were devised for school use, with an eye to the needs and conditions of the classroom and its work

favorable frame of mind toward the product before using it. This desirable condition may enlarge the chances of his becoming a repeat buyer and a regular customer.

Proofs to store clerks: Not so easy. This is a shifting class of help. There is hardly any use in trying to keep up a mailing list. Sometimes the manufacturer's salesman gets permission from the retailer to hand out sets of proofs to the clerks, or they are sent to the proprietor, who may distribute them with his own hands.

Framed"keystone" advertisements: In some cases the manufacturer has at times printed advertisewhich were of special Some "institutional" importance. advertisements, perhaps, or public statements of policy, or advertisements of historical or other importance which makes these announcements have more than temporary value. In some cases it is worth while to frame these advertisements to be hung in executives' offices. branch offices or elsewhere. But be sure the advertisement is really worth a frame!

To schools: In some cases school teachers will circulate advertisements among the members of their classes. For example, advertisements containing recipes may be handed out to members of a domestic science class.

Information bulletins: Now and then an advertisement contains information of specific and permanent value. Such was the case with one advertisement put out by the manufacturers of an accessory for the Ford car. It contained the biggest

[CONTINUED ON PAGE 65]

CE.OH. JELLO!

The Farm Business Is Well Worth Cultivating

By Hon. Sam R. McKelvie

Ex-Governor of Nebraska: Publisher, Nebraska Farmer

OT long ago 1 heard a man who stands high in the councils of industry say in effect that American industry must exert itself to create foreign markets as an outlet for our growing factories. To do this, he would stimulate in the minds of the people in those countries a desire for the things that they do not now enjoy. I assume that he would accomplish this in no small part by advertising and personal salesmanship.

It is not surprising that this longing look should be east in the direction of new fields to conquer. But I could not help feeling that even as charity

begins at home, so also it is with the In other development of trade. words, until we have fairly exhausted the resources of the home market, is it practical to exert such unusual influence among people who do not have our standard of living-will not and cannot have it for generations to come-and who are not susceptible of ready education on account of varying customs and differing tongues?

There are branches of the domestic market that have been fairly saturated. High-powered selling has mortgaged the income of large numbers of our wage earners until increased demand in that quarter must come at abnormal cost, to say nothing of the hazards that accompany overselling. But there is a class of which this is not true. It is the market at our door. I refer to the farm

THE small town merchant is in competition not only with dealers in nearby towns, but particularly with those in the cities. Therefore, when the major portions of most advertising appropriations are spent for city circulation, he is compelled to compete on a most difficult basis. He has a very real grievance against all those who are spending the advertising money

with its population of over thirty million American buyers.

Indicative of the scope and possibilities of this market, I cite the following facts furnished me by the United States Department of Agriculture:

The agricultural industry exercises normally a purchasing power of nearly ten billion dollars annually for goods and services produced by others.

It purchases about six billion dollars worth of manufactured products annually, or about a tenth of the value of the manufactured goods produced.

It supplies materials upon which depend industries giving employment to over half of our industrial workers.

It pays directly at least two and a half billion dollars of the wages of urban employees.

It supplies about an eighth of the total tonnage of freight carried by our railroad system.

Its products constitute nearly half of

the value of our exports.

It pays in taxes about one-fifth of the total cost of government.

Our farms and farm property repre-

sent nearly one-fifth of our tangible national wealth, and agriculture has contributed in recent years about onesixth of the national income.

The current value of the total capital invested in agriculture in 1919-20 was seventy-nine billions of dollars as compared with forty-four billions invested in manufacturing industries, seven billions in mines and quarries, and twenty billions in our railroads in 1919.

This market has not been exhausted, and in many cases not even intelligently approached. You may have seen the figures compiled by a competent advertising authority to the effect that during 1924 (the latest figures compiled) \$850,000,000 was spent in adver-

tising to reach the city dweller, while only \$30,000,000 was spent to reach the farmer. The ratio, based both on population and purchasing power, is so out of proportion as to appear almost ridiculous.

Having spent half of my life on a farm and the other half publishing a farm paper, I may be pardoned for my inability to understand the ways of those who make and spend advertising appropriations. I have pointed out according to their own figures the way in which the money is spent, but I cannot give any really good reason for this neglect of the rural field. The farmer is not different from anyone else in his desires or inclinations. He is human. Thus he is susceptible of the same sales treatment as any other good American citizen. The trouble seems to be that those who would sell to him have such a vague idea of how to reach him, and it is apparently so much easier to reach the city dweller that

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Portions of an address delivered before the general sessions of the Twenty-third Annual Convention of the International Advertising Association, Denver, Colo.













In these crowded days when every newspaper advertiser is obliged to compete for the reader's attention with acres of staid black type there seems to have been a rather wide tendency to fight fire with fire. But Wesson Oil has done just the opposite and won attention by sheer contrast. There is a refreshing amount of white space here; the line drawings and type set-up look extraordinarily clean. The campaign savors of quality appeal and, if good taste, good copy and good art work are any criteria, it should prove highly successful

The Function of Financial Advertising

By C. H. Handerson

Asst. Vice-President, The Union Trust Company, Cleveland. Ohio

BVIOUSLY, the function of financial advertising is to reflect truly our institutions and their services to the public. I say "reflect," because advertising can do nothing but "reflect." It cannot "create." I say "truly reflect," because, unless advertising reflects truly, the public will be the first to sense the insincerity and it will become a dangerous tool, creating ill will instead of good will.

But in the present degree of financial advertising perfection, we must give it a broader definition than to "truly reflect our institution and its services to the public." It is part of our function to interpret correctly advertising to our institutions that may not only enable us to use it properly, but may properly cooperate with it. The banking fraternity sometimes seems prone to point to certain socalled "advertising successes" of the industrial world and regard them as sheer advertising successes. banking fraternity sometimes seems prone to consider advertising as a thing disassociated from the organization and the product, as merely type and pictures exerting some occult influence on the public. Successful industrial advertisers long ago learned that advertising is not a self-supporting, self-contained or unattached entity, but rather is it a golden thread supporting, and supported by, the balance of the fabric of organization, product and service.

It becomes our function as financial advertising men, not merely to sway the public by our advertising, but to interpret diligently and persistently, advertising to our organizations that they may understand it, its functions, its limitations. If our organizations expect too much of advertising, they will expect too much of us and will consider that we have failed when the fault has been



neither with ourselves nor with advertising, but with their over-estimation of advertising and its capabilities.

Against difficulties which sometimes seem unsurmountable, I, personally, believe that we advertising men, if we are thoroughly grounded, capable and conservative, face the greatest opportunity in banking today. Banking is awakening to the fact that it lacks something, but as yet it is not quite articulate as to this lack. It feels a void, but is not cognizant of what will properly fill this void.

TEN years ago or a little more, they tried to fill this void with advertising, but found that advertising alone was only a partial antidote for that emptiness. Now banking is looking through or beyond advertising, since the wise banker has realized that advertising in itself is not a complete suit of the clothes for successful distribution. It requires, in addition, the coat and vest of merchandising and selling.

The bank advertising man in many cases is the only man in the

institution who enjoys a speaking acquaintance with those things or forces called merchandising and selling. Understand me, advertising has not failed, nor is it on trial. It was, unfortunately, either sold wrongly to many bankers in the beginning, or, in spite of intelligent selling, was unintelligently bought as a universal panacea for all banking ills.

Economists are beginning to hint that the new economic era is one which favors the industry which has the closest contact with the public. The basic industry, which does not immediately feel the whims of public preference, is suffering from the most intense price competition. There are those who hint that banking is dangerously near to being a hasic industry, dangerously remote from the public. It becomes not merely the opportunity, but the responsibility, of us financial advertising men, not only to reflect our institution, but to revamp and revise our institutions to tune in more nearly with the dominating public tendency so that our institutions may ride on the crest of the wave of public approval rather than be eaught in the undertow of public ignorance or indifference.

Some years ago a well-known manufacturer of motor cars became dissatisfied with the amount of sales effort required to place his product with the consumer-mechanically perfect though it was. Students of public tendencies urged him to redesign his car, not mechanically, but artistically. He employed a prominent French designer and the next season produced the identical car, but in a new "package"—a different body, different lines. Immediately sales skyrocketed. The car, per se, was no different; the service was no better. Merely the package had been tuned to public approval.

We are presumed to be specialists on public reactions. If we are not, we are not on to our jobs. As specialists, it becomes not alone our opportunity, but our bounden duty, to

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Portions of the Financial Advertisers Session, at the Annual Convention of the International Denver, Colo.



A Glance at the Motion Picture Market

This Giant Industry Buys Millions of Dollars Worth of Nearly Every Conceivable Sort of Merchandise Each Yaar

By Ruel McDaniel

luxury and phenomenon, has become, like the automobile and the radio, part and parcel of our

national life. The "movie" of today is no longer classed as a recreation, but rather as a necessity. Were the motion picture to be eliminated suddenly, the newer generation would feel the loss as keenly as the amputation of legs or arms. Consequently, the industry has reached fifth place in the class rating of national business, and with its program of expansion well under way at the present time, there is every indication that the march of the cinema's progress has by no means reached its maximum.

After an existence of more than 21 years, the moving picture is about to enter into its greatest period of expansion. At the present time Hollywood studios are spend-

HE moving picture, once a ing some \$2,500,000 on expansion. The Hollywood Chamber of Commerce recently prepared some figures on eight of the big companies

Courtesy First National Picture:

COMETHING of the vast scope of the motion picture industry is indicated by the two contrasting illustrations on this page. Elaborate artificial sets, huge camps maintained on remote "locations" where nearly every natural obstacle has to be overcome-these are a few of the problems to meet which this industry spends millions every year for a diversity of merchandise

in that city to show the rapid growth of the industry. Here they are:

Paramount-Famous Lasky, 1925 investment, \$15,000,000; 1926, \$20,000,

000. Warner Brothers, 1925, \$10,000,000; 1926, \$14,000,-000. Fox Film Corporation, 1925, \$30,000,000; 1926, \$40,000,000. First National, 1925, \$4,500,000; 1926, \$10,-125,000. Universal, 1925, \$5,625,000; 1926, \$7,500,000. United Artists, 1925, \$2,-000,000; 1926, \$4,000,000. Christie Film Co., 1925, \$1,-270,000; 1926, \$1,575,000. Metropolitan, 1925, \$1,440,-\$1,575,000. 000; 1926, \$2,240,000.

Figures from Hollywood are fairly representative, since it is estimated that about 85 per cent of the motion pictures in the United States are produced in or near Hollywood. There are nineteen major studios, employing approximately 250 producing companies. That means that there are many comparatively large companies that are renting studio space and much of the equipment for

[CONTINUED ON PAGE 44]

THE · EDITORIAL · PAGE

At Last, the Right to Be Heard!

THE resentment which rolled up among business men in recent years against the Federal Trade Commission reached a high pitch a year or more ago. Changes were ordered, but still the plan imposed serious hardships upon business houses hit by the Commission's lightning.

In the last week or two the Commission has taken the final step of reform. Hereafter, before the Board of Review recommends that a complaint be issued, the proposed respondent is afforded a hearing on three weeks' notice to show cause why a complaint should not issue; an informal hearing which does not involve the taking of testimony.

The very poor showing which the Federal Trade Commission cases have made when later reviewed by the courts is undoubtedly due to the failure to apply such a common sense plan as this new one adopted. Many a case which has cost the manufacturer thousands of dollars to defend, and which has fallen apart like a pastry house when all the testimony was in, could have been avoided by half an hour's talk before competent men. In a recent case which has involved sittings all over the United States and the hearing of nearly 2000 witnesses, the costs will probably reach hundreds of thousands of dollars. Yet there is very general belief that the Commission's view has been proved thoroughly untenable, and that business men of experience might have decided so in a few hours' conference.

It is good news to learn that other manufacturers will, in the future, have an opportunity to let reason and not accusation decide whether a "case" has genuine basis of complaint.

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The Farm Facts Come Out

So much crepe has been hung upon farm economics in the past few years that it has been hard to make up one's mind to the real facts. When the farm papers, which are closely acquainted with the situation, have protested against the surplus of crepe, it has naturally been assumed that they were biased in their endeavor to urge advertisers to use space more freely.

Now along come the census figures on the manufacture and sale of farm equipment in 1926, as contrasted with other years, and we begin to see the whole farm picture.

The 1926 volume of farm equipment manufactured and sold was \$461,000,000, which is the startling amount of 42.7 per cent more than 1924, and 17.8 per cent over 1925. This increase certainly registers a notable spurt forward in farm health, for it is very decidedly above the general average of increase of sale of manufactured goods. Tractors alone have increased in sale in the United States from \$74,000,000 worth in 1924 to \$105,000,000 worth in 1926, while harvesting machinery more than doubled, increasing from \$14,000,000 worth in 1924 to \$29,000,000 worth in 1926. Planting and fertilizing machinery also doubled.

Surely such a showing leaves little room for crepe on the door of the farmer. He is sturdily working himself out of his undeniable basic difficulties, and is spending money for equipment as never before.

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Plaudits for Advertising

THERE have been recently a number of unusual comments on advertising from those who are not advertising men. In view of a certain amount of clatter from a few who write frequently to undermine advertising as a principle—writers like Stuart Chase—it is significant to bring together a few comments of a different sort.

A. E. Phillips, president of the American Grocery Specialty Manufacturers' Association (also vice-president of the Welch Grape Juice Co.), said the other day:

"National advertising performs a service without which grocery wholesaling and retailing would rapidly fall into a confused state of unestablished standards of quality, unstandardized values in merchandising and unstable fluctuations in habits and demand."

Barron's Weekly, a financial review, said, June 6, in reviewing Listerine's financial progress from \$1.96 earnings per share in 1923 to \$5.30 in 1925:

"Lavish advertising expenditures have made a company with net tangible assets amounting to only \$1.526,-102 on Dec. 31, last, worth over \$19,500,000 at current market quotations. Here is a concrete answer to the question 'does it pay to advertise?' Lambert's history is interesting as an extreme example of faith in advertising. Most business men believe in advertising appropriations only so long as a dollar spent in advertising will bring back its cost and another dollar of profit, or some such ratio.... The record of leading companies indicates that with aggressive sales and advertising policies the household remedy business is immune from business depressions."

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What Do Your Advertisements Say?

NE of the questions discussed at the June meeting of the Industrial Advertising Division of the Cleveland Advertising Club might profitably be a frequent subject for discussion in every advertising club—and in every advertising department and every advertising agency.

The question was this: "Am I concealing the thing I am advertising? In other words, am I making what I am advertising very obvious?"

How many times the advertising writer strives so hard for a fresh "angle" or a compelling "appeal" that the thing advertised is actually concealed, and the real message of the advertiser gets to few of those who are logical prospects.

A fine way to check any advertisement before it is finally ok'd is to hold it off at arm's length and ask: "What does this advertisement say?"

A Table of Measures for Typographical Desk-Pounding

By Robert Douglas

HE cry for more punch in advertising copy has raised hob with the type case. The exclamation points are worn to mere shadows of their former selves. The italics and caps are gasping for relief. And a good under-line rule, these days, is hardly out of its gasoline bath and back on the rack before it is slapped into another advertisement.

Now, type is molded and cast for work, hard work and plenty of it, and there is no more use in getting sentimental over its hardship than there is in sympathizing with a beast of burden for having to be a beast of burden. But the murmur of complaint, which night watchmen are hearing in composing rooms just now, comes from the fact that certain type pieces are being mis-used, employed for work for which they never were intended, and in fact, selected blindly for any old purpose at all.

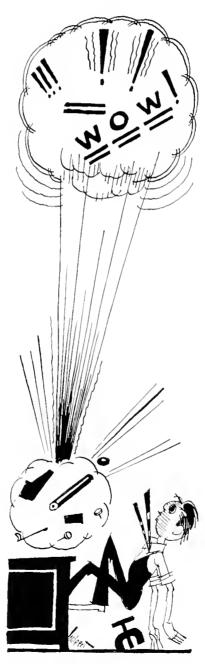
The advertising man is the innocent cause of this present state of affairs. The compositor is not to blame; he sticks his type according to the copy and layout furnished him. It is the advertising man, sitting at his drawing board or with his typewriter before him, who surveys the wide scope of the typographical universe and makes the choices.

If he chooses with the skill of a small blindfolded boy from the audience, it is probably due to the fact that no table for guidance in his selection has ever been furnished him. Nobody has ever supplied him with figures to show the bursting point of an underlined caption, or the velocity of a headline with two exclamation points.

It was the discovery of his notable lack in scientific knowledge that started me on my experimental work, and my observation of the distress in the type-case, already referred to, spurred me to further efforts.

The experiments were conducted to determine and record the exact force of emphasis represented by

any typographical combination chosen for the purpose of putting a "punch" in an advertisement. (Thus



does advertising progress toward its place among the exact sciences.)

I am pleased to report, now, for the first time the successful con-

clusion of these experiments. To the advertising and printing world I offer the result of my work, with the twofold hope that it may guide advertising men along the safe and sure path in the preparation of their copy, and that it may distribute the hard work of emphasis more equably among the physically fit in the type-founder's catalog.

A printed copy of the complete report may be had by addressing the author on board his Florida houseboat, and enclosing a box of Coronas or a little Scotch flavored sarsaparilla to cover postage and packing. The following examples, however, will serve to illustrate the nature of the tests and the observations recorded.

Let us solve your gutta percha problems!

(This illustrates the first-degree scream. When this sentence was released in the Whispering Gallery of St. Paul's, London, our sysmograph at Leningrad distinctly recorded the shock. Thus, when you have an idea of this magnitude to impart, and wish to do so with this proportion of emphasis, the first-degree scream is the proper medium to employ.)

This FREE book is FREE.

(The compound fracture. This sentence, liberated gradually in the office of the agency man who wrote it, shook dishes off the shelves in Broadway restaurants and agitated the contents of a right hand drawer into a perfect cocktail. Should be used with discretion.)

Now is the time for every good citizen to come to the aid of his party.

(Known as the hop-scotch pattern of underlining. Good for three echoes in the Grand Canyon. Has been distinctly heard through the covers of a year old magazine by patients waiting to have bi-cuspids crowned. Reasonably safe, in the hands of adults.)

[CONTINUED ON PAGE 69],

BRUCE BARTON

ROY S. DURSTINE BP ALEX F. OSBORN



BARTON, DURSTINE & OSBORN

INCORPORATED

An advertising agency

of about two hundred and fifty people among whom are these account executives and department heads

James Adams Mary L. Alexander Joseph Alger John D. Anderson Kenneth Andrews J. A. Archbald, jr. R. P. Bagg W. R. Baker, jr. F. T. Baldwin Bruce Barton Carl Burger Heyworth Campbell H. G. Canda A. D. Chiquoine, jr. Thoreau Cronyn J. Davis Danforth Webster David Clarence Davis Rowland Davis A. H. Deute Ernest Donohue B. C. Duffy Roy S. Durstine Harriet Elias

G. G. Flory K. D. Frankenstein B. E. Giffen Geo. F. Gouge Louis F. Grant Gilson Gray E. Dorothy Greig Girard Hammond Mabel P. Hanford Chester E. Haring F. W. Hatch Boynton Hayward Roland Hintermeister P. M. Hollister F. G. Hubbard Matthew Hufnagel Gustave E. Hult S. P. Irvin Rob't N. King D. P. Kingston Wni. C. Magee Carolyn T. March Elmer Mason Thomas E. Maytham

Frank J. McCullough Frank W. McGuirk Allyn B. McIntire Walter G. Miller Loretta V. O'Neill A. M. Orme Alex F. Osborn Leslie S. Pearl Grace A. Pearson T. Arnold Rau James Rorty Mary Scanlan Paul J. Senft Irene Smith I. Burton Stevens William M. Strong A. A. Trenchard Anne M. Vesely Charles Wadsworth D. B. Wheeler George W. Winter C. S. Woolley J. H. Wright

New York: 383 Madison Avenue

Boston: 30 Newbury Street



Buffalo: 220 DELAWARE AVENUE

Member American Association of Advertising Agencies Member Audit Bureau of Circulations Member National Outdoor Advertising Bureau

Marketing Products of the West

By George W. Kleiser

N the other side of this Great Continental Divide, the sun has arisen on the possibilities of the present and of the future. Here is a community of eleven progressive states, whose area one million covers square miles, populated by ten million people engaged in practically every branch of agriculture, horticulture, animal husbandry, mining, and lumbering; in fact, with the production of all of those commodities having to do with natural re-

sources, and with which this great territory has been unusually favored.

We of the West see as our consumers one hundred and ten million people, concentrated in cities, in well developed agricultural communities, in great industrial centers. They must be fed, and we are educating them through advertising to eat of our food production.

It can be readily seen that one of the great marketing problems of the Pacific West has been transportation. To haul fresh peaches, pears, apricots, apples, grapes, melons, celery, asparagus, and other similar products over thousands of miles of roadbed, from sea level to altitudes of seven and eight thousand feet, and to have them arrive in edible condition. has called for tremendous outlays of capital and rolling stock. Refriger. ator cars, iced at various points enroute, keep the perishables fresh. In winter, heated cars are provided to insure against freezing. From two hundred to four hundred cars of citrus fruits are shipped daily from California during the winter season. Within a two months' period, fifteen thousand carloads of cantaloupes were shipped to distant markets from the far West. These are marketing problems, for one measure of

financial success to the producer is Portions of an address delivered before the Twenty-third Annual Convention of the International Advertising Association, Den-ver, Colo.



the ability to ship products to the consumer, maintaining the quality and at the same time securing a profit.

The primary function of cooperative marketing is to distribute an entire crop over a yearly period without speculative manipulation, thus returning to producers all that the crops sell for, less the marketing expenses. The success of some of the cooperatives has proved an embarrassment. Growers attracted by favorable prices that have been secured have come into the territory in ever increasing numbers. In 1917 there were one hundred thousand acres planted to raisins; in 1926 this had increased to over three hundred thousand, which is a tremendous jump in a very short period. Acreages of prunes and apricots have materially increased. Peaches for fresh shipment and canning are coming in in ever increasing quantities. Over fourteen million cases of this fruit were packed last year, exceeding the entire pack of all California fruits combined in any previous years but two.

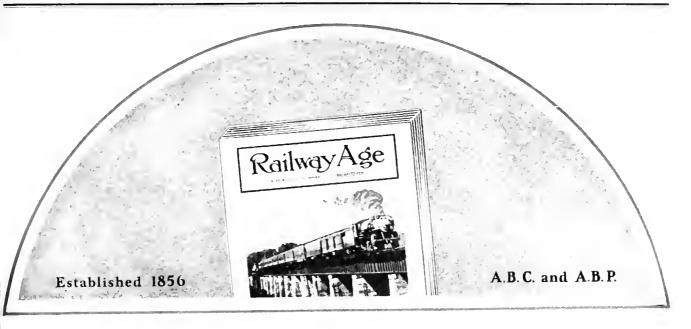
THE men at the heads of these big $oldsymbol{f L}$ organizations are big men with full appreciation of the power of the various marketing processes. To facilitate distribution, brokerage connections were established by some organizations, whi'e others, like the

Sun-Maid Association, put in their own district offices to call on jobbers and the trade in order that the fullest possible cooperation be secured. Specialty salesmen calling on retailers and supplementing the efforts of jobbers' salesmen were also employed. These men aim not only to make sales. but also to point out to the retailer how to sell the products they are handling; they arrange for window displays and in every way see that the dealer ties up to both the national and local ad-

vertising. To amplify this work, the home offices have, through their broadsides and direct mail literature, bombarded all those who might handle their products, acquainting them with selling talks and informing them of advertising campaigns. Thousands of dollars of window display material of the highest order has been designed, and in many cases window display crews have been organized to place this material. There is an acute recognition among western merchandisers of the value of dealer cooperation, as almost every well established grocer will testify. Recognition of consumer advertising has been substantial. Sunkist Oranges, Sunmaid Raisins, Sunsweet Prunes and Apricots, Diamond Brand Walnuts and Almonds, Wenatchee and Skookum Apples, all evidence faith in publicity.

Special problems have arisen within these organizations, the solutions of which have taxed the ingenuity of marketing men on the Coast. For instance, when the California Fruit Growers' Exchange found it difficult to dispose of its lemon crop in winter, it started a campaign of education, featuring such uses as lemon pie, lemon for garnishings, for hair rinse, and doubtless some of you will remember the winter campaign suggesting hot lemonade to counteract influenza. The answer to this publicity was an increase in winter sales

[CONTINUED ON PAGE 71]



Reaching Executives, Purchasing Officers and Department Heads

ROM the standpoint of your railway sales you are interested in reaching the executive officers of the steam railway industry.

They are concerned with the major problems of railroading, and as appropriating officers their knowledge of your products is important to you. Their approval is required on all expenditures for additions and betterments, and they are vitally concerned in the efficient and economical handling of traffic. Consequently, materials or railway appliances which will cut costs, improve rail-

way operation, speed up repairs and keep rolling stock in service will receive special attention in connection with capital expenditures and maintenance appropriations.

As one of the five Simmons-Boardman departmental publications devoted to the steam railway industry, the *Railway Age* is edited for the railway executives, operating officials, purchasing officers and department heads. It is recognized throughout the railway industry and the financial world as *the* authority on railway matters.

Simmons-Boardman Publishing Co., 30 Church St., New York

"The House of Transportation"

Chicago: 608 S. Dearborn St. Cleveland: 6007 Euclid Ave. Washington: 17th & H Sts., N. W. New Orleans, Mandeville, La. San Francisco: 74 New Montgomery St. London: 34 Victoria St.

The Railway Service Unit

Railway Age, Railway Mechanical Engineer, Railway Electrical Engineer Railway Engineering and Maintenance, Railway Signaling

An Advertiser's Viewpoint

By W. W. Galbreath

President Youngstown Pressed Steel Company

HE Youngstown Pressed Steel Co. was incorporated in 1917 to take over the fabricating departments of the Youngstown Iron & Steel Co. and the Sharon Steel Hoop Co., which had recently been consolidated. One of the conditions was that we were to move all of the machinery out of these two plants as soon as possible.

We operated two departments—a fireproofing department in which we manufactured metal lath, expanded metal. corner bead and other fireproof building specialties which were sold principally through building supply dealers to the plastering trade. In the other department we manufactured pressed steel parts. By way of explanation, let me say that a pressed steel part means a part which has been formed out of a piece of plate, strip or sheet steel by means of heavy pressure exerted by a hydraulic or power press. The part thus formed usually replaces a part which had been made out of cast iron, cast steel, or a forging.

During the war we manufactured munitions, such as aeroplane drop bombs, parts for artillery tractors and tanks, expanded metal for the trenches, casings for the depth mines which lined the North Sea, and many other pressed steel articles which our armies and navies required. Immediately following the war, during 1919 and 1920, when anybody could sell anything for any price he chose to ask, we sold parts to the automobile and agricultural implement manufacturers.

During these two years, in accordance with our agreement, we planned and built an entirely new factory at Warren. By Jan. 1, 1921, we had moved all of our machinery from its previous location into the new plant. By this time, as you will recall, the bottom had completely dropped out of business, and we found ourselves with about five times our previous capacity and about 50 per cent of our previous sales. You can well imagine our mental reactions when we were selling about 10 per cent of our ca-

Portions of an address delivered before the Annual Convention of the National In-dustrial Advertisers Association, Cleveland.

pacity and the overhead of our new factory was going on every day.

As the space is limited, I can tell only the story of our pressed steel The fireproofing camcampaign. paign is equally interesting, but I will not have time to cover both. When I first came into this particular industry, I could not understand why practically all of our customers were automobile manufacturers. Constant questioning brought the almost universal answer that the pressed steel industry really started when the automobile manufacturer set out to build a light, popularly priced car. Prior to that time almost all of the automobiles had been built out of heavy castings, forgings and rolled shapes. The automobile manufacturer found that if he was to succeed he must get volume, and to get volume he must get a cheaper car. To do this, he must get a lighter car, both cheaper to build and cheaper to run. His first great decision was to replace his heavy castings, forgings, etc., by simply forming a sheet of steel to take their place, and this was the real birth of the pressed steel industry. Today, the frame, body, wheels, crank case, brake drums, radiator shells, in fact almost the entire car, is built of pressed steel.

THUS, the automotive engineer and not the pressed steel manufacturer was responsible for the birth and growth of the pressed steel industry. He designed the parts as he wanted them, sent the blue prints to the pressed steel manufacturer, who submitted prices, and the lowest quotation took the business. So far as I can learn, no pressed steel manufacturer up to that time had ever done any creative selling.

With a condition in the industry such as I have described, you can well picture our condition in 1921. The competition was terrific. Old concerns quoted on orders covering labor, material and a part of the overhead only, to say nothing of administration or profit. A new manufacturer, such as ourselves, literally had to buy his business.

get the thought out of our heads that if pressed steel was a good thing for the automobile manufacturer, it would be a good thing for a thousand other industries in this country if we could only get them to appreciate the perfectly remarkable savings that they would make by substituting pressed steel for castings, just as the automotive manufacturer had already done. We all know the old saying that fools rush in where angels fear to tread, but, would it be possible for us to sell this idea to hundreds of manufacturers in scores of other industries in the country? Could we advertise this idea and could we build a business on it?

WE were in a serious situation. We wanted counsel and advice on this, an advertising and marketing, principally advertising, problem. We knew we could take care of the manufacturing, but we wanted the very best advertising advice that we could get. We did not want an agency just to take some example which we might give them and write an advertisement for which they received 15 per cent. We wanted advice based on the results of years of experience as to the soundness of our basic idea. We certainly expected to pay for the advice, just as we would pay a lawyer or a doctor for professional service.

It was at this time that we had our first conference with Lynn Ellis, at that time vice-president of the H. K. McCann Co. We outlined our problem to him in the greatest detail. We asked him the simple question: Can we advertise and build a business on this idea? Having interviewed at least one hundred advertising agency solicitors in the preceding ten years, I fully expected him to immediately say "yes", as every agency man I had ever seen always spoke of advertising as a panacea for all evils. Consequently, I was surprised when Mr. Ellis said that he would have to think the matter over and give me an answer later. When he returned he brought in a carefully prepared report covering fourteen pages. This report covered During all this time we could not every phase of our business, our

[CONTINUED ON PAGE 70]



Pieces of 8

THE NEW AND FAR-REACHING IDEA
IN SILVERWARE MERCHANDISING

A TRADE-CUSTOM is often just an ingrown bad habit. For instance, the main retail assortment in the silverware business, for several generations, was a set made up in "six of each piece".... six knives, six forks, six tea spoons and six dessert spoons.

Two years ago, Lennen & Mitchell, Inc. suggested to the makers of 1847 Rogers Bros. Silverplate that a "set of eights" might prove a more adequate and acceptable set for the young housewife; just as easily sold as "sixes" and more profitable to sell.

So came THE PIECES OF 8...a set of silverware

with eight of each piece instead of the traditional sixes; in a chest designed and named by the undersigned advertising agency.

The results have been far-reaching. For the PIECES OF 8 idea has revolutionized tray and chest merchandising; increasing, by 33 1/3%, the merchant's average unit of sale to the young housewife.

Today, nearly all other silverware makers are following the lead of 1847 Rogers Bros Silverplate, in adopting and featuring "eights" rather than "sixes."

It is the function of a good advertising agency to assist the advertiser in getting the right appeal into his product; into its quality, its packing and its pricing. That's where good advertising service hegins

CLIENTS: INTERNATIONAL SILVER COMPANY (1847 ROGERS BROS. Silverplate); RAUER & BLACK; ELGIN NATIONAL WATCH COMPANY; LORILLARD COMPANY; THE HOUSE OF KUPFENHEIMER; SCRIPPS-HOWARD NEWSPAPERS; REID, MURDOCH & COMPANY (for 1924)

LENNEN & MITCHELL, Inc.

IN ADVERTISING AGENCY SERVING A LIMITED NUMBER OF LARGE-VOLUME ADVERTISERS

17 EAST 45TH STREET, NEW YORK CITY



International Advertising Association, Denver, 1927

Significant Extracts from Some of the Addresses Delivered Before the Twenty-third Annual Convention of the I.A.A.

Problems of Prosperity

Francis H. Sisson

Vice-President Guaranty Trust Company, New York

THE most significant feature of our present prosperity is one which is not susceptible of clear statistical measurement, but which is evidenced in numerous ways. It is that our economic welfare is not only on a higher plane than ever before, but is more widely distributed. With unemployment almost at zero, and with the level of wages higher relatively to the cost of living than at any other time in our history, the purchasing power of the masses of the people has



reached a new peak. This is what has made possible the sustained activity of the automobile industry; the years of record-breaking building construction, particularly in the erection of residential buildings; the phenomenal growth of the radio and motion picture industries; and, indirectly, the enormous volume of manufacture and trade in the basic commodities.

It has not only permitted an unprecedented volume of business by providing an enormous and uninterrupted market for consumers' goods, but has resulted in a very rapid increase in the wealth of the country through saving and investment by people of the so-called working classes. Witness the growth of savings bank deposits, the expansion of building and loan associations, the increase in life insurance, the volume of new corporate securities issued, and the success of the customer-ownership movement in public utilities and in industrial enterprise. The industrial workers and the consumers of the industrial output are gradually becoming the owners of the industries; and this is bringing about a closer identity of interests between economic groups, thus providing the

soundest possible basis for industrial cooperation and harmony.

But in considering the facts and figures regarding our economic achievements, let us not forget that our prosperity is due largely to our good fortune. What we have made of our opportunities is to our credit, and may well be a source of pride to every American. Our prosperity, however, is made possible by the fact that we are heirs to the greatest natural gifts that have ever fallen to the lot of any people. This is a thought to temper our pride with humility, and to lead to a quicker perception of our true position. For as peace has its problems no less than war, so prosperity, no less than adversity, presents questions and responsibilities of great difficulty and urgency; and to ignore or avoid them, or to decide them carelessly, selfishly, with consideration only of our own immediate advantage, would turn our pride to shame. Noblesse oblige. A nation is a political, not an economic unit; and natural gifts are the common heritage of the race. Private ownership is the device by which these gifts are used for the greatest benefit of all the people; if it is not, its justification disappears. In us, as a nation, is vested the ownership, the custody, of this treasure-house of the world. It is a task in which we must not fail.

The Tourist as an Industry

Charles W. Stokes

Assistant General Publicity Agent, Canadian Pacific Railway

THE American tourist traffic is worth about \$350,000,000 a year to Europe. Foreign tourist trade, including American, is worth to Canada almost as much. Accurate statistics are not obtainable, but approximate ones are available from the records of border immigration examination, and from these a rough-and-ready annual total, based on a per capita expenditure, can be arrived at of from \$250 to \$275,000,000. In 1926 American tourists spent \$50,000,000 in the province of Quebec alone. This is six times the production of Canada's gold mines, and makes the tourist business the third largest of Canada's industries, surpassed only by agricultural and lumber production.

What is tourist business worth to United States? It has comparatively only a negligible number of foreign

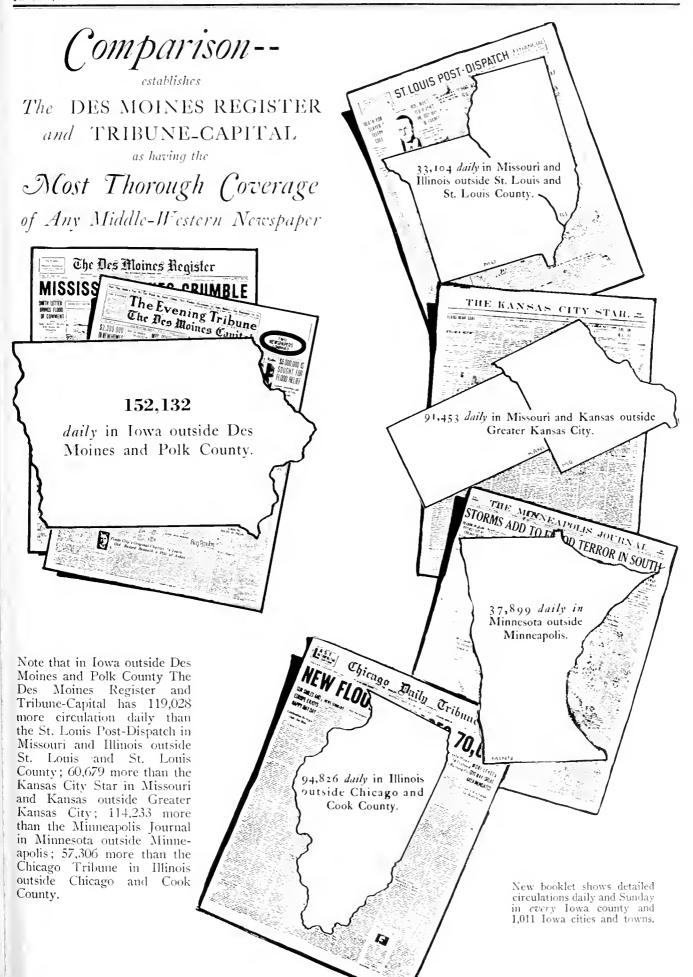
tourists, the only kind that can be registered; but every person tries, or hopes to take at least one vacation a year. The only way to make an estimate would be to track down each vacationist and ask him what he had spent. But, generally figuring that, if



every man, woman and child in the U. S. took 2 weeks vacation per annum at the very moderate cost of only \$5 per day, and then, making allowance for those who prefer to go to Europe, and then for the poor, the sick, the aged and the very young, cutting the latter groups' expenditures down to only \$1 per day, the aggregate would give a total of over \$1,600,000.000.

We are rather inclined to scoff at those European countries, like Switzerland, which make the major part of their income from tourists, overlooking the fact that a great many communities of this continent—Canada and U. S., North, East, South and West—do exactly the same thing. A poor tourist year means a tightening of the belt in hundreds of places, whether it be Atlantic City, Palm Beach, or the little cross roads villages in the Maine Woods that live on sportsmen. Merchants in cities who talk about the "summer slump" see only half the picture.

Tourist or sporting assets are as visible as those of land, mining or water power. For example, the Province of New Brunswick recently, at an auction sale, leased the salmon fishing rights of the Restigouche and two other rivers for a period of five years for the rent of \$75,500 per annum. It is calculated also that every bull moose shot in New Brunswick brings in \$1,000, distributed almost entirely in



the province through transportation,

guides and provisions.

The vacation business is such an important economic factor that every community which possesses an advertising appropriation and also possesses tourist attractions cannot spend its money more wisely than by advertising to draw tourists. While not attempting to make any distinction between advertising to get tourists or advertising to get industries, it may nevertheless be submitted that industries follow tourists. The tourist ought to be the white-headed boy of community advertising.

In developing a resort, one should try to capitalize our inherent characteristics. When so many resorts are coming down to a standardized dead level, the places that tourists remember are the places that are "different." Montreal, for example, owes part of its remarkable tourist appeal, apart from its liquor laws or the lack of them, to its French atmosphere; it now deliberately advertises itself as "foreign." Victoria, B. C., with its rather haughty English atmosphere, is just the same way. Any points of historie, artistie, or literary interest, such as the sites of historic events, homes of famous men, etc., should be capitalized. I remember, for example, up in the Yukon Territory seeing the ruined hut of a certain Sam McGee whose name Robert Service borrowed to attach to a very famous poem. Prince Edward Island, down east, draws a great many tourists every year who want to see the place where "Anne of Green Gables" was written. A little Quebec town has developed an annual "Passion Play" that for four weeks each fall draws three to four thousand people a day to that little town.



Selling Building and Loan by

Thomas L. Crawford Advertising Manager, National Savings & Loan Association, Wichita, Kan.

ONE of the first things I did when I got into this business was to find out exactly what classes of people were investing their savings with the Building and Loan Associations. Our advertising appropriation was low (very low), and it was necessary, therefore, that we direct our appeal to our best prospects rather than to send our message to the general public and trust to luck that we would accomplish the desired results.

A survey of our shareholder list was made for this purpose, and here are the results covering twelve elassifications. I shall name the classes in order of their importance, giving the percentage that buy installment shares and paid-up shares. Installment Paid-IIn

	***	Shares, 'er Cent	Shares,
	Clerks, such as we find in the offices and stores	57	43
4.	chiefs, foremen and departmental heads Farmers	80 54 57	20 46 43 30
6. 7. 8. 9.	Salesmen and sales- ladies	66 61 67 64	34 39 33 36 58
$\frac{11}{12}$.	Doctors Bookkeepers Parbers	69	31 50

Our findings differ somewhat from those of other associations made in other parts of the country, but we all scem to agree that the wage earners are our best prospects.

I am going to give you my rules for writing letters to these people:

writing letters to these people:

1. Choose but one subject, one idea or theme for your letter—one which is bound to appeal to your reader and then stick to it—avoiding any breaks or disconnections of thought. This excludes from your letter all elements that tend to disturb the attention of the reader, such, for example, as difficult words, misspelled words, strike overs—anything that distracts the reader's attention even momentarily.

2. Use simple words, short sentences and paragraphs. Make your letter easy to read.

3. "Give the reader all of the facts necessary for him to decide and act intellingently, making it as easy for him to act as possible."

This rule answers the question as to how

This rule answers the question as to how long or how short your letter is to be. State your story concisely, without involving wasted words. Tell your whole story and the length will take care of itself.

4. Make no statements or assertions which arouse debate, doubt, question, denial or hesitation on the part of the reader. Make your letter carry conviction throughout by keeping the reader constantly saving "yes," that is, agreeing with each succeeding assertion made.

Negative."
This rule is exceeding important and is easily broken. I know because I've broken it myself. This rule applies to the effect on the reader's feelings. It means that there should be nothing in the letter to cause the reader to feel resentment. Here's a letter recently sent out by a Texas Association. It starts off like this:
"Unless you open a systematic savings account with us the chances are you will be dependent upon others for support in your old age."

your old age Such an appeal is a direct contradiction to Rule 5.

We should show our reader that by sav-

We should show our reader that by saving with us he can own his home, educate his children, have a car—in short, he can have everything that money can give him, when he accumulates the necessary amount. Every material thing by the way must be purchased and paid for with money or its equivalent. Let us not forget this.

6. "In so far as possible, offer the reader but one course of action in the close. Avoid making the reader choose between several different plans."

The Success of Department Store Advertising

Miss Dorothy Dignam W. D. McJunkin Co., Chicago

T may surprise some of you to know that out of the thirty-six billion dollars worth of retail business done in this country last year, including groceries, shoes, hardware, everything-

exactly one-third of that business was done by department stores. And yet the average advertising appropriation of the department store is only 3.2 per cent of gross trade. We all know of specialty shops that spend five times that amount, and I have in mind an electric refrigerator dealer who has



averaged as high as 20 per cent for advertising.

If department stores can do onethird of all the business in the country on an advertising appropriation of 3 or 4 per eent, it must be pretty good advertising; at least we could call it successful advertising.

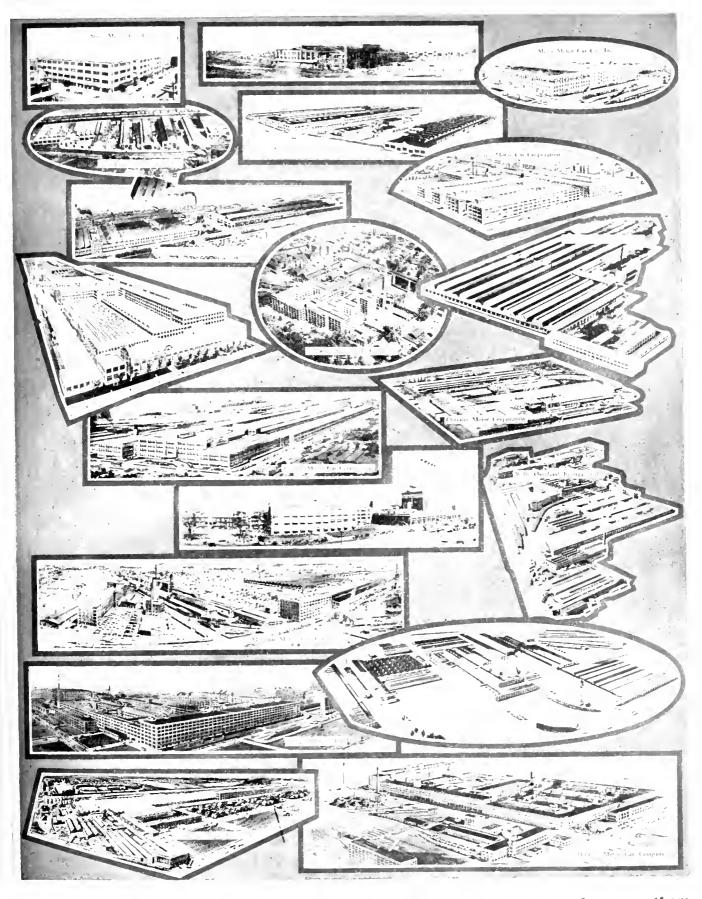
Just why it is successful is a little more difficult to analyze. But from the woman's standpoint-and women are the close scrutinizers of department store copy—I would say it's because we get the style-news from this source or the news of a money-saving oppor-

And then two important things that department store advertising always tells us are where to get the goods and how much it will cost. We don't have to elip a coupon, or write for additional facts, or address an inquiry to Department J-and then wait until the intended purchase is entirely forgotten and the money entirely spent. Within an hour we can respond to a department store invitation, and actually examine the goods or experience the thrill of saying suavely, "Just charge and send."

If the existing style of department store advertising were not successful, you may be sure that the stores themselves would be using some other kind. As it is, most stores couldn't exist without the daily newspaper message.

We had a good example of this in Chicago during the Spanish-American war. Just the week of the seige of Santiago the pressmen on the Chicago newspapers went on strike, and every paper in the city suspended publication for about five days.

The retail store business dropped from 25 to 33 1/3 per cent almost at once, and aisles and bargain counters lcoked about as busy as 8 a. m. on a rainy Monday. Finally, because people wanted the news of the progress at Santiago, newspapers began coming into Chicago from Aurora and Elgin and Joliet, Ill., and the State Street department stores, hoping desperately to do a little business before the end of the week, began to advertise successfully in what were then just country newspapers.



The plants illustrated on this page, subscribing to The Iron Age, are typical of the big group of manufacturing establishments making up the automotive industry. These plants,

together with many others that serve them by supplying parts and units, form one of the largest single metal-consuming and metal-working groups in the field served by The Iron Age.

Who Pays for the Advertising?

Rhey T. Snodgrass
Advertising Director, Minneapolis Journal

WHO pays for the advertising? Suppose the consumer pays for it. If this be true, then the price which he pays for a given value in merchandise must be higher than he would pay if that merchandise were not advertised. If the price were just the same then the unadvertised value must be greater than the advertised value.

Is this the case? You remember the celebrated Ingersoll dollar watch, of which some thirty or forty million had been sold at the time the war jostled the manufacturing cost of all of our goods. Where could you get a better watch for a dollar? Where could you get as good a watch for less than a dollar?

Go right down the line with the well known and thoroughly established brands of advertised merchandise. Take Palmolive Soap, Ivory Soap, and Campbell's Soup for instance. Where can you get better soap or soup for the price? Take Kodak. Plenty of people can make cameras. Lots of people have done so. Some other good makes are on the market. Some have been well advertised and widely sold. But who offers an unadvertised camera as good as Kodak at the same price? You may consider as many advertised brands of goods as you will take time to consider. You might find here and there an apparent or temporary contradiction; but in almost all cases, certainly enough to establish the rule adequately, you will find in the advertised goods better service for the same money or the same service for less money than you will find among the non-advertisers. Certainly, the advertising does not cost the consumer money.

Now suppose it costs the advertiser money. If this were true, then the prosperous business would be the non-advertiser—the one whose resources were saved instead of spent. And the more money a business put into advertising, the poorer it would become.

The Westinghouse Newspaper Campaign

J. C. McQuiston

Manager, Department of Publicity, Westinghouse Electric & Manufacturing Co.

In making our plans for the present year, we felt that now, having built up a thorough distribution system for our products and the public having been fully educated to the advantages of electricity and its use, we should very definitely capitalize all this previous advertising by going out after immediate and definite sales of our product. While the announcement of our newspaper plans came suddenly to the trade, many months were spent in

planning and analyzing before the step was decided upon. After we had determined on a newspaper plan we began work on its perfection.

ADVERTISING AND SELLING

First, we had to select those products that are, in our opinion, susceptible to stimulation by newspaper advertising. When it is considered that we manu-



facture some 300,000 different articles, this in itself became a real job. Then, we had to decide how we would apportion our space, how many cities we would attempt to cover, how often we would advertise per month, what size space units we would use, what appeal we should stress in our copy, what type of illustration we would follow, how we would best serve our jobbers and dealers in specific localities and at the same time maintain the national aspects of our plan and other similar questions.

We determined that the proper thing to do was to lay out a complete plan for one of our typical district offices and we chose the Chicago territory as being well balanced between industrial and agricultural interests, large cities and smaller towns; in fact as nearly representative of the country as a whole as any one district could be. So we went into our Chicago district, gathered together our sales and service executives and laid out a complete plan for that district based on an analysis of sales figures, of loadings, of markets and of classes of customers. When we had arrived at a plan for Chicago which was satisfactory to al! concerned, we then went into all our other districts and adapted this same plan to their local requirements.

Following, came the designing of the general character of the advertisements and the preparation of more than 125 preliminary layouts with headings, sketches of illustrations and with sufficient complete copy to indicate how this advertising would appear in finished shape. Many of these advertisements are put in completed form; some are retained only in their preliminary stage of completion. This we call our advertising copy reservoir. From this reservoir various offices draw such advertisements as will benefit the sales possibilities in their communities. Not all of the advertisements will be used in any one district,

but we have attempted to make the reservoir so complete that advertisements are available for any eventuality.

Occasionally, an instance occurs requiring an advertisement that is not in the reservoir. This happened in the case of one of our branch offices which recently asked for an advertisement featuring the personnel in that office. We prepared a full page advertisement showing pictures of this entire sales force and stating that these men "Live, Run a Business, Own Homes, and Vote Right Here." The result of this advertisement was that the Chamber of Commerce and other service clubs of that city immediately responded to this very definite and intimate appeal for recognition.

But, we found that for certain products the West Coast presented entirely different problems than the rest of the country. Accordingly we have prepared a number of advertisements for use in West Coast papers only.

An amusing incident occurred in connection with one of our industrial advertisements. The subject of this particular advertisement was "Motors Are Like Pumpkin Pie." When we sent proofs around to our various branches we were informed that the advertisement was not suitable for Atlanta and adjacent cities. They didn't recognize pumpkin pie in those communities. So for the southern cities we changed the advertisement to read "Motors Are Like Potato Pies" and it was enthusiastically received.

Regarding the "Paid For" Testimonial

Elsie E. Wilson American Radiator Company

ET it be said that I have no quarrel with the spontaneous type of testimonial, but rather with the testimonial for which money or its equivalent has been paid.

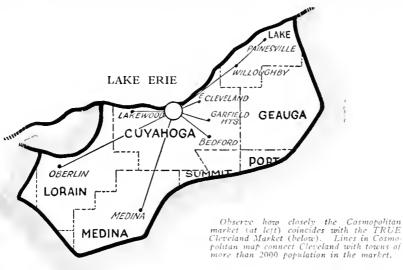
As treasurer of the League of Advertising Women for the past three years it has been my custom to let the figures speak for themselves. With this principle in mind and since this is a discussion on the subject of testimonial advertising I decided to secure some testimonials on the subject, rather than express my own opinions. I wrote to a number of men prominent in the advertising profession and asked their opinions. I can assure you that their replies are not the paid-for-testimonial type of reply.

Let me quote (with permission) from a letter from Earnest Elmo Calkins, president of Calkins and Holden, a man whose integrity and clear vision is recognized from Coast to Coast:

There is no doubt that a testimonial when genuine and honest, especially when unrequested, is one of the most effective forms of advertising, but the strong prejudice I have against the testimonial which is now used is based on a circular sent out by the Famous Names, Inc., in which they offer to secure the signature of almost any actor, musician, moving picture star, opera singer or society woman to any kind of statement about any product, and allow the adver-

[CONTINUED ON PAGE 48]

See What Osmopolitan Says About THE TRUE CLEVELAND MARKET!



THE above map is from page 10 of "A Merchandising Atlas of the United States," a comprehensive analysis of American markets issued by Cosmopolitan Magazine.

It is a picture of the trading area of Cleveland. Akron isn't in it, Ashtabula isn't in it, even Lorain isn't in it. For Akron, Ashtabula, and Lorain are trading territories in their own right—their merchants sufficient unto the population, their newspapers serving that population well. Cleveland business has little influence over these three thriving cities. Cleveland newspaper advertising has less.

This map and this Cosmopolitan market analysis is merely additional proof of the oft-repeated

CLEVELAND



statement of The Cleveland Press that the TRUE Cleveland market is small, that it extends but 35-miles from Public Square, that it does NOT cover all of Northern Ohio, nor all of northeastern Ohio, or even any considerable portion of it.

Study the Cosmopolitan market map. Study the one of the TRUE Cleveland market. Write for detailed information.

The Cleveland Press

NATIONAL REPRESENTATIVES:
250 Park Avenue, New York City
Cleveland · Detroit · San Francisco

IN

FIRST



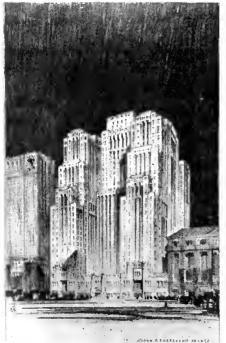
ALLIED NEWSPAPERS, INC. 410 N. Michigan Blvd., Chicago Seattle · Los Angeles · Portland

LARGEST IN OHIO

The 8pt. Page Odds Bodkins

DVERTISING seems to have acquired a Graybar complex! One Ladvertising agency after another, and one publisher after another, is moving into this annex to the Grand Central Terminal. If it keeps up, space will soon be renting by the agate line.

I'm strong for this concentration of advertising and publishing. It makes for efficiency in solicitation and for facility in catching issues. For example, it will soon be practicable to devote one elevator entirely to soliciting. Just as the mail chute hears a card on each floor informing tenants as to the time of mail collections in the box below, beside this Soliciting Elevator on each floor should be a table of space buying hours for each agency in the building. In this way the representative for Capper's Weekly (Graybar tenant) starting out in the morning, would only have to step to the elevator and make up his schedule of agency calls for the day and then press the button. If, on entering the Soliciting Elevator, he should bump into a Condé Nast representative (Graybar tenant), and learn that he, too, had selected 9:15 as the hour to call at J. Walter Thompson's (Graybar tenant), they could get together and swap hours, one of them going three floors higher or two lower



for a call on the Michaels & Heath agency (Graybar tenant). And so on.

Another elevator could be devoted entirely to Closing Dates. Think how it would cut down the margin of time now required by agencies to meet publication closing dates if, on each floor beside this Closing Date elevator, was a schedule of the closing second for copy and cuts for that particular floor, covering every publication represented in the building!

Yes; I'm all for this Graybar idea. My only fear is that there won't be room for us all and they'll have to tear down the Grand Central Terminal in order to get enough pica ems of floor space to serve advertising!

-8-pt.-

Paragraph from a note from a bank president, that my secretary just laid on my work table:

"In the approaching business period, men's brains will do the work rather than their hands. More thinking and much of it from the customer's side of the fence. The public's restlessness comes from being oversold. The customer from now on is more likely to consult its own wants, and is beginning to take time to find out what he wants. The business executive had better slip down into the crowd and help people think by judicious advertising-get their cue, think a little faster than they do, and have the answer ready.'

Needs no comment from me.

- 8-pt. -

My hat is off to Campbell-Ewald Co. It has done an utterly obvious (and therefore generally neglected!) thing, and done it exceedingly well. I refer to a modest little booklet recently puhlished by this agency, a copy of which is placed in the hands of every person who is engaged by the agency. This booklet is sort of an official introduction, not to the personnel of the company, but to the philosophy behind it.

It serves first to welcome the newcomer, then briefly to outline the history of the business and "sell" its place and prestige. This is followed by four pages of office customs and a short description of the "Ceco Circle," and the book concludes with several pages of assorted information as to office hours, holidays observed, vacation practices, salary arrangements, etc. Just the information every newcomer in any business wants.

Never, so far as I can recall, have I seen a piece of personnel literature so



well worked out and so admirably calculated to orientate a new worker promptly and give him or her that feeling of "belonging"—and belonging with pride.

This little booklet might well be studied by the highest executive of any kind of a business. It is a vest-pocket lesson in applied leadership.

- 8-pt. -

It has been borne in on me of late that it is exceedingly important to report back to people on things if you want to win their good will and their further cooperation.

The thought came to me afresh this morning when I opened a letter from The Charity Organization Society of New York and read:

New York and read:

Dear Mr. Bodkins:

Now that the winter is over, we want you to know how much good gifts like yours have accomplished for the "100 Neediest," whose stories appeared in the New York Times last December.

Enclosed are reports on two widows' families that illustrate pretty well the progress that is being made by all the "Neediest" families in our care.

Each family is in the personal care of one of our visitors, who carries the "Neediest Fund" money to them, week by week, and at the same time helps them to build up their health and strength toward the day when they will not need our help any more.

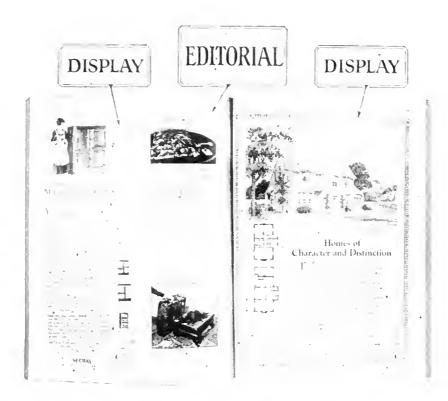
I had completely forgotten the modest contribution I sent the Times last Christmas, but next Christmas I shall not have forgotten this letter. I know human nature well enough to realize that it will at least double one subscription!

As applied to orders received, favors enjoyed, promises made, help volunteered, books borrowed, or what not, reporting back later to thank or inform or return is the least that one can do —yet how seldom it is done! So seldom that the simple act earns commendation and appreciation out of all proportion to the trouble it takes.

- 8-pt. -

Not too early to be laying plans for submitting entries for the Harvard Advertising Awards for 1927.

The lists do not close until December 31, 1927, but it is well to be forehanded in such matters, as time has a distressing way of fugiting!



HIGH VISIBILITY

Your advertisement in THE HOUSE BEAUTIFUL is certain to be seen-

Because every advertisement in The House Beautiful faces or adjoins interesting Editorial matter (two-page spreads excepted).

NO BURIED ADS—NO BULK PAGES

Flat size magazines were designed to provide this feature—are you getting it?

THE HOUSE BEAUTIFUL

Guarantees maximum visibility to your display and places it before a clientele of more than 90,000 readers directly interested in homes and how to make them livable.

Current rates based on 80,000 Net Paid (ABC) Guaranteed and Rebate Backed. Actual circulation over 90,000 copies.

BUY ON A RISING TIDE!

THE HOUSE BEAUTIFUL PUBLISHING CORPORATION

A Member of the Class Group

8 ARLINGTON STREET

BOSTON, MASS.

A Glance at the Motion Picture Market

[CONTINUED FROM PAGE 28]

making pictures, rather than providing their own.

FULLY conscious as they are of the present status of the cinema industry in the business world today, theatregoers, however, are egregiously ignorant of all the material and expense entailed in the production of a single picture. The wide range of demand for materials in the production branch of the motion picture industry is limited only by the imagination of dreaming writers, hard-boiled directors and the antics of "gag men." Name any known product manufactured in the United States and the alert purchasing agent of the average big producer in Hollywood will either show you a sample of product in stock, or tell just when and where it was used at one time or another in the filming of some picture. Each major producing company has its own purchasing staff, and much of the buying for the small "independent" companies is transacted through a central office operated by these concerns.

Motion picture producers are estimated to have invested in property and equipment more than \$1,500,000,000. Obviously such a field consumes a lot of raw products, more, no doubt, than the investment would indicate. One of the major Hollywood producing concerns spent about \$1,200,000 last year for supplies and equipment to make pictures, aside from salaries and interest on the investment. Half of this went for film, while the rest was divided among nearly a million different articles.

Desert pictures are popularly supposed to be cheaply produced from the standpoint of materials used, yet in the filming of the desert scenes in the Paramount feature, "Beau Geste," in Arizona, the company found it necessary to use more than 25,000 feet of new lumber to set up a simple deserf camp; scores of horses, mules and cattle were bought from local ranchers in Arizona; hundreds of camp cots and blankets were ordered from a jobber in San Francisco. Harness came from an Arizona hardware store, and Arizona meat distributors and grocers supplied food to this temporary city located 18 miles from the nearest post office. The dealers and distributors who supplied these needs "cashed in" on the making of this picture, as well as the firms who supplied the more or less regular needs of the production companies, such as film, cameras, electrical supplies and

What makes the motion picture producing industry particularly enticing to the average business man is that its needs are so varied that there is scarcely any line of industry that cannot, either directly or indirectly, come in for its share of the market. "We buy from every class of business firm, from the peanut stand to the biggest manufacturers in the world," declares Lynn H. Buell, purchasing agent for Paramount Famous Lasky Corporation. Hollywood.

"We need a wide range of products, and getting them quickly is our biggest problem. That means that we must buy from every field of business, and from every size of business in each field, in order to fill our needs promptly. Because of our ever-changing needs, we can buy little or none of our supplies in advance of known needs About 95 per cent must be bought hurriedly, when the need for them arises.

The average manufacturer and jobber no doubt thinks of the motion picture industry as one which consumes a great deal of film, several cameras, chemicals and a few other highly specialized products, and therefore does not merit his consideration as a possible market for his own lines. No popular business conception can be further from

For example, the hardware purchases of the average major producer are so important that jobbers' salesmen call upon the purchasing agents of the producing companies every working day. And they usually get an order. salesmen get every conceivable sort of an order ranging all the way from a dozen thumb tacks to a carload of lead

THE efficiency of a producer's pur-chasing agent is judged to a large degree by his file of product sources. The more unusual a product is and the less the apparent demand for it, the more eager is the efficient purchasing agent to secure the name and address of the manufacturer making it, for he knows that sooner or later he is going to get a rush requisition from the local "lot" or from some distant "location" for that product. The moving picture purchasing agent is not supposed to ask where to get an item. He must know at once where to get it, regardless of how unusual it may be. In the well-kept purchasing office this supply-source file takes precedence over all other records and files.

Just how important it is to know where to huy unusual products is illustrated by an experience encountered by Mr. Buell recently during the making of a picture called "Wings." The pro-The production company was down in Texas making the aviation scenes of the picture. Quite suddenly one afternoon a telegram came ordering the purchasing department to rush through ten gallons of liquid smoke. Although Buell had been buying for the motion picture industry for ten years, this was the first time he had ever been called upon to supply liquid smoke. Yet he knew that a whole company was likely idle while the smoke was being found and delivered to Texas, because directors have the habit of waiting until they actually

need a thing before asking for it. He knew that he was expected to get that ten gallons of smoke at once. nothing in his file of more than 4600 names of unusual products and their manufacturers to show where the product could be bought. He knew one thing: it was a chemical. So he telephoned Arthur Moss, city chemist of Los Angeles, and asked where the stuff could be bought. He learned that it was manufactured and "canned" by a chemical concern in Buffalo. In less than an hour after the wire came from Texas, there was a telegram on its way to Buffalo.

Four days after the receipt of the requisition, the director in Texas had the ten gallons of liquid smoke and was grumbling about the poor service that one received from purchasing office in Hollywood. It goes without saying that the name and address of this manufacturer who supplied the product will ever remain a permanent

part of Buell's file.

Lumber is the greatest single purchased item of the average producer, aside from film. During 1926 Paramount Famous Lasky Corporation used about 2,500,000 feet of lumber on its own "lots" in Hollywood in addition to another 1,000,000 feet on various out-of-town "locations." One feature picture, "Old Ironsides," consumed 1,500,000 feet of lumber. Besides the regular lumber used, the company consumed over 1,000,000 feet of wall board last year, 33,000 yards of lock lath, 10,000 sacks of plaster, and ten tons of casting fiber. The company employs about 300 men in its own sawmill and wood-working plant, and its investment in machinery alone runs into hundreds of thousands of dollars.

Although as much lumber as possible is salvaged, the average use of it before being junked is less than twice. None wall board is used more than once. The entire 1,500,000 feet of first class lumber, some of it 16-inch redwood timbers at \$85 per thousand feet, was destroyed with the sinking of the "fleet" in "Old Ironsides."

AST year 50,000 feet of 5,000,000 L AST year bu,000 feet of 5,000, circular mills lead conduit cable was used by this same studio for the laying of a new underground power line. This is a sample of the purchases made by producers in the electrical field. Some predict that the electrical industry will be a major factor in supplying the production pictures in the near future as a result of the progress made in synchronizing pictures with the human voice. Already millions have been spent in perfecting several different plans of making pictures "talk," and each method calls for the extensive use of electrical products.

One would not ordinarily consider the motion picture studio as being a large consumer of rope and other cord-



MILLIONAIRES—their number has doubled and redoubled in the last few years. Naturally, stories of "How I Made My First Million" become less and less interesting.

On the other hand, stories of struggle and achievement which tell of unusual people doing unusual things, carry a strong human interest appeal.

"These College Girls Paint" shows how McCLURE'S strikes a new keynote of popular appeal which results in a fast growing circulation among those who are reaching out for the better things of life. That is one reason why advertisers find that it pays to—

include McCLURE'S!



119 West 40th St., New York Chicago Office, 360 N. Michigan Ave.



INDETERMINATE SENTENCE

It is apparent that druggist-readers of DRUG TOPICS have sentenced the Boyd-Scott Company, Inc., to a period of indefinite recollection.

What we mean is that druggists are still inquiring about the name of the advertiser who used modest space in January DRUG TOPICS to announce a cartoon service for druggists. And Boyd-Scott was the advertiser

Say what you will, the situation is unusual—especially when you think of all the commercial artists in the country and all the "business builders" offering circular letters, electrotypes, etc. Snap judgment would indicate that the life of a single advertisement of this kind would hardly be six months. But it seems the end is not yet!

This means another one of those "products" sometimes considered outside of the druggist's province that DRUG TOPICS convincingly proves can be advertised profitably.

THANKS, DOC!

"Thank you for the way you handled my claim. It is surely the kind of attention to such small matters that is making your papers the most interesting to the drug trade."—F. E. Bristol, Persons Pharmacy, West Brookfield, Mass.

Apropos of the opportunity he gave us of playing the role of champion recently. After answering an advertisement in DRUG TOPICS and sending money for certain merchandise, he failed to receive either response or remittance. This rightfully annoyed him. So we placed the facts before the advertiser, and the advertiser was as mystified as we were. Investigation showed that a clerk had erroneously filed the letter received from the druggist as an "order sent." Accordingly the incident proved to be the simplest of simple slip-ups.

But the point is that the druggist is enthusiastic about a service rendered by DRUG TOPICS. It is that kind of enthusiasm that DRUG TOPICS advertisers capitalize on.

GEE. WE HAVE ANOTHER PAPER!

It takes a letter from Hall & Ruckel (manufacturers of X-Bazin Depilatory Powder and Cream) to remind us that thus far we have contrived successfully to omit all reference in these columns to DRUG TOPICS' sister publication, DISPLAY TOPICS. Here's the letter:

"Under date of May 2nd, 1927, we received a request from C. Schous Factories, Ltd., of Copenhagen, Denmark, to the effect that they had seen our advertisement in DIS-PLAY TOPICS and were interested in our product and would like to have details as to both the X-Bazin Cream and Powder, for sale in their nine hundred retail stores in Denmark.

"Needless to say, we were very much pleased to know that your publication is so widely distributed, and our response in the United States for window displays in 1927 has far exceeded our expectations. As you know, since the new advertisement appeared, we have been averaging upwards of four hundred requests per month. We consider this a very splendid showing."—(Signed) E. B. Bave, Treasurer.

PRESIDENT'S SPECIAL

"The more sales you expose yourself to, the more sales you will make," says Aglar Cook-

Whose name will be found on a Topics Publishing Company letter head, immediately over the title "President."

DRUG TOPICS' advertising pages enter more drug stores than any other drug trade publication has ever reached.

If you have a product to sell to, or through, drug stores DRUG TOPICS will expose you to greater sales possibilities than any other medium you can find—and at less cost.

COLLUSION, WE CALL IT

Broad mindedness may be a virtue all right, and in the little red school house we heard that every one was deserving of the benefit of the doubt.

At the same time, try as we may, we can't assume a middle of the road position on the proposed campaign to increase the consumption of onions. Strikes us that some breath purifier must be behind this—Necco Wafers, Life Savers, Spearmint, May Breath or somethin'!

JUSTIFIABLE SELFISHNESS

If they could talk, every one of the products featured in the 200 pages of advertising in June DRUG TOPICS would say:

"We're in DRUG TOPICS because we're after more sales and distribution through all drug stores—not just a fraction of the total number.

TRYING IT ON THE HOG

So far as we know, the man who recently slept in a 'phone booth all night, may have been an apartment house owner. You know, sort of demonstrating the roominess of the modern apartment by comparison.

STATUS QUO

In spite of the cost of these two columns in A & S, the drug store circulation of DRUG TOPICS, which is over 50,000, is still maintained. And you can buy as nice a page in DRUG TOPICS today for \$165.00 (on a twelve time basis) as you could when "believe it or not" started.

Come on in, the results are fine!

Drug Topics

The National Magazine of the Drug Trade

TOPICS PUBLISHING CO., Inc.

Also Publishers of
WHOLESALE DRUGGIST,
DISPLAY TOPICS,
DRUG TRADE NEWS

291 Broadway, New York Atlanta Chicago St. Louis Boston Cleveland San Francisco age, yet Paramount Famous Lasky Corporation bought and used more than 50 tons of rope on one picture alone in 1926.

This company keeps stock on hand worth about \$50,000. Half of this is lumber, because it is one of the very few commodities which can be bought in advance of actual needs. The firm uses on an average of \$25,000 worth of film a week, and the standing stock of chemicals is worth about \$5,000.

Costumes and furniture are becoming more and more important factors in moving picture production. Where unusual clothing and costumes are required in a picture, the company buys them for the players, the latter furnishing their own clothing only when the clothing so bought will be of general use later. This means that each player provides only his own street wear, hosiery, underwear, hats and shoes. All other wearing apparel is provided by the company, and the greater part of it is made to order by costumers. Much old clothing is renovated and used over and over, particularly army uniforms and related apparel.

"TIME was when producers 'faked' most of their furniture," Mr. Buell said once, "but they can't get by with it any more. It has reached the point now that moving pictures are becoming something of models for correctness in home furnishings. For that reason we have to be very careful about the purchase of material for our interior settings. We must buy furniture of the right design and period, and we must have the real thing. Furniture for interior 'shots' costs many times more today than a few years ago when the industry had not progressed so far.

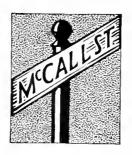
"We rent some of it, but the majority is bought. We have to buy often, too, for we have found that if we use the same furniture in more than three or four pictures in succession, fans will write in and tell us about it. You can't get by with much in pictures nowadays!"

It is the tendency of the hig producers to make more and more of their seenes in their own studios, rather than go outside for them. For example: The big concerns find it more satisfactory to build their own department store right in the studio than to go out and use a real store for scenes that may be needed in such a "shot." Not long ago First National "erected" a sizable pine forest on one of its huge stages and found it more natural and satisfactory than a ready-made forest in the wilderness. This trend means the gradual increase and widening of the range of necessary purchases.

This is but a surface description of what supplies are necessary for the production of pictures that "fans" enjoy for not much more than two hours in a single evening. Probably very few give a second's thought to the vast machinery behind a motion picture creation. The finished picture is all that particularly interests them, and only out of a motive of sheer curiosity do they manifest any desire to become acquainted with the field. It is different in the case of the manufacturer, however. Here is a products, a lavish market that spares neither expense nor volume in its effort to give the public the utmost in this popular form of entertainment.

ient.

K N O W N M E R I T



HAROLD BELL WRIGHT

Fiction



Every advertiser can use the Journal to advantage.

A sweeping statement but investigate!

You'll want facts to substantiate.

We have them ready for you.

The Journal is the only magnzine of paid circulation with n complete coverage of every member bank of the American Bankers Association.

American Bankers Association Journal

Edited by James E. Clark 110 East 42nd St.,

Advertising Managers

ALDEN B. BAXTER, 110 East 12nd St. Acto York City. CHARLES H RAVELL, 332 8. La Sulle St. Chicago, Ill.

STANLEY IKERD, 120 W. 2nd St., Los

(MEMBEB A,B,C,)

Denver Addresses

[CONTINUED FROM PAGE 40]

tiser to write what he wishes to have signed I consider such advertising dishonest and corrupt and calculated to destroy the faith of the public in all other advertising.

advertising.

Of course, you realize that the pay is not always in money. Sometimes it is in publicity. Rich society women, I imagine, are content to have their faces or boundoirs or huncheon tables featured in the magazines without further consideration in return for what they are willing to say ahout the article advertised.

We have never had any experience with this type of advertising and I might say that under no circumstances would we use any testimonial for which any consideration was given.

tion was given.

Picture the predicament of the advertiser who had secured the photograph and testimonial of a well known social leader and was anxious to publish it immediately when he was told it would be impossible to make the June magazines because that month she had a cold cream testimonial; appearing in July she was scheduled for a dessert; August she was down for a bed, so that it would be Sepember before she could release this testimonial. Can you imagine what might happen if they all appeared in the same issue?

Outdor Community Advertising

Clarence B. Lovell

General Manager of Outdoor Advertising Association

THE ten advantages of the outdoor medium in community advertising THE ten advantages of the outdoor to my mind are:

First: Size, thus insuring that the advertising is seen and that it domi-

Second: Color, which increases the attractive and advertising value of the message at no added cost.

Third: Permanence. Painted bulletins are constructed and painted to endure, and painted display remains fresh, bright, and clean, month after month. It proves to the public that the advertiser has come to stay, an argument for the faith and belief of the advertiser in his products or services.

Fourth: Dignity. Outdoor advertising is used by leading financial institutions and business concerns in America.

Fifth: Flexibility. It can be localized to cover any geographical division down to sections of a community. It can be placed to reach class as well as mass circulation.

Sixth: Availability. It is front page advertising, freely available to all the public, all the time.

Seventh: Mass circulation. Every moving person in a community sees eutdoor advertising, most of them many, many times during the life of the advertising.

Eighth: It is basic. Advertising success when closely analyzed depends largely on constant repetition of the message. In no other form of advertising can such a high degree of economical repetition be obtained.

Ninth: It is economical. In advertising the greatest waste is found in waste circulation. Outdoor advertising can be concentrated on exactly the markets which the advertiser wishes

to reach.

Tenth: It has pictorial appeal. Pictures are the greatest common denominator in the transmission of an idea. A long message can be quickly flashed by a picture and the story is more pleasingly and effectively told.

Selling Financial Ideas

Paul Loughridge

Chanute, Loughridge & Co., Denver

NDOUBTEDLY the time will come when newspaper advertising will be in general use by financial houses as a means of selling ideas as well as bond issues; of selling the whole market, the undeveloped portion as well as that which now makes up the business.

I wish to emphasize five principles guiding investment houses in news-

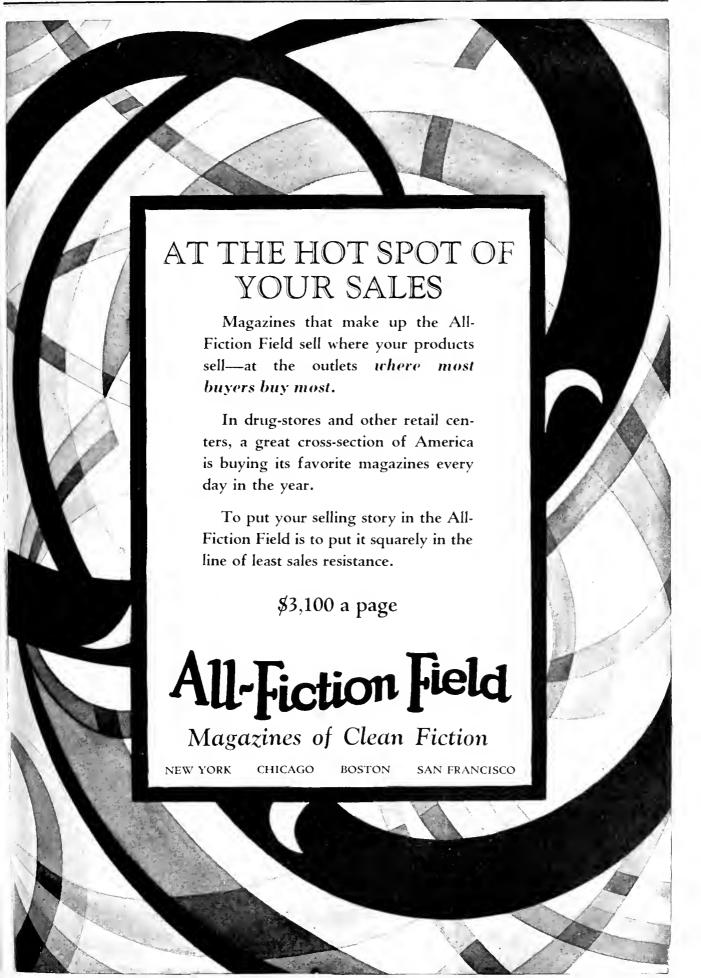
paper advertising.

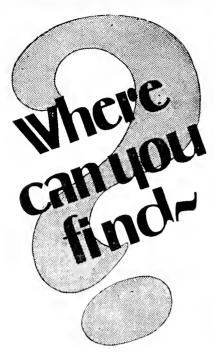
First: The prestige of the firm must be continually impressed. We plan to advertise in the newspapers every day. The type of advertisement depends always on the condition of our list. Some days the space is large, sometimes as small as possible. But the name is in the paper nearly every day.

Second: Formal announcement of new issues. There is no quarrel with this phase of newspaper advertising. It is the most convenient method of conveying information to experienced investors concerning any new bond issue, enabling salesmen to call their clients on the phone and tell them to look in the newspaper for a description of the issue.

Third: Educational advertising for the new or inexperienced investor. This educational process is not an overnight thing, and it covers a vast field. Expenditure of a part of the firm's advertising appropriation for this kind of advertising may be likened to an industrial concern putting a portion of its earnings into brick and mortar instead of dividends. It doesn't bring immediate profits, but it builds wisely for the future.

Fourth: The advertisement of single issues or odd lots for direct sale. Here is an opportunity for a complete breaking away from the stereotyped forms. The set-up of the copy must be dignified and conservative, of course. One small advertisement on an odd lot





a more productive market than in Bridgeport, Connecticut trading area?

It is compact, unified, accessible and easily covered at one cost.

50,000 families live well, earn and spend in this territory. They are all good producers, their incomes are steady and there is no such thing as hard times because in Bridgeport 443 manufacturers producing over 5,000 different commodities are busy all year 'round.

For complete coverage, the

BRIDGEPORT Post-Telegram

with its 44,446 daily circulation is the medium that stands supreme in circulation, reader interest and prestige, in a trading territory that is remarkable for thrift and for its compactness.

National Representatives
GILMAN, NICOLL & RUTHMAN
New York, Boston, Chicago, San Francisco

brought to us a new client who has since bought more than 100 bonds.

Fifth: Providing the incentive to buy bonds. This is a field in which there is the greatest opportunity for newspaper advertising. The average buyer buys bonds for a purpose. People with money who don't buy bonds, won't buy them unless they are given the inspiration of a purpose. They must have a picture painted for them which shows conclusively what bond buying will do for them.

Increased Problems of Newspaper Advertising

F. St. John Richards
Manager. Eastern Office, St. Louis
Globe-Democrat

THE increase in the variety of classifications of newspaper advertising has made necessary an increased knowledge of the conditions surrounding these various lines of business in the territory covered by our newspapers. No newspaper representative can hope to sell his paper's advertising space intelligently or successfully unless he has at hand accurate information regarding the market in his territory for the advertiser's product.

This is now being taken care of most elaborately by many publications, and, with the facts in his possession, a special representative is able not only to get for his paper proper consideration on established campaigns, but is often able to get advertisers to enter territory not previously cultivated by them. Many times he is able to establish as newspaper advertisers lines of business that had not been in the newspapers in the past.

To do this successfully there must be close cooperation between special representatives and their publishers. You must be able to furnish the local data needed to interest the advertisers with whom you are in contact, and without your aid and sympathetic appreciation of the problems involved, the work cannot possibly be accomplished.

Service work asked for by the representatives has as much value for you as for the advertiser. It brings you in close contact with the people of your town and particularly with the merchants. You learn of prospective campaigns of national advertising from them, when you in turn are telling them of others. The tie-up advertising which national advertisers desire, furnishes you with an added opportunity to sell your paper to the local advertiser, and selling the local merchant means more than the particular lineage for which you are working at the moment.

Tips from local merchants regarding products being distributed in your city are most helpful to the national men, but tips of all kinds should be given reasonable thought and consideration before being sent out.

Your representative is on the firing line, meeting competition daily and

hourly, and he can tell you what others are doing. And let me tell you there never was a time when the sellers of newspaper space had to work harder than now. There is more business to get, but there are more people trying to get it.

Retail Advertising and the "Special Sale"

W. L. Whitman

Advertising Director, J. C. Penney Co.

FEEL that the position of our company on the question of ethics in retailing is well known and defined. Hence we are entitled to serious consideration when I tell you frankly that the time has come to push on one step further and abolish a practice that is slowly but surely destroying the confidence and trust of the public; a practice that increases overhead operating expenses; that is harmful to business as a whole and, if permitted to go on, will eventually destroy the importance and value of the newspaper as an advertising medium for the retail store; a practice indorsed, or apparently so, by nearly every retailer in the country and one that has been handed down through generations of tradesmen.

I refer to the practice called the "Special Sale."

One merchant in a town decides that he must stimulate husiness, so he holds a great "Whoop Hurrah Sale." His competitor hears the noise and decides that he must not let him get the better of the situation; so he plans a bigger sale. And so on, up and down the street, everybody catches the fever, everybody shouts to attract attention, and the "Whoop Hurrah Sale" captures the town. The first thing that happens is that every merchant in town is saling, saling, saling.

Now, if you stop to analyze what is being done, you will find, in most cases, that ninety per cent or more of the merchandise advertised at a "special sale" price is marked as high as, and in many cases higher than, the regular price ought to be.

What is the result? Dissatisfaction among customers; shattered confidence; suspicion in the minds of newspaper readers when a bona fide offer is made in an advertisement. Then follows mistrust, a loss of faith and a feeling of unbelief and uncertainty. The influence and force of advertising in general is materially reduced. The newspaper suffers.

Newspaper publishers can do a constructive job in situations of this kind, if they wish. When the confidence of the readers is shaken, the influence and force of advertising in general is materially reduced and the newspaper suffers in proportion.

The newspaper publisher should be the first to feel alarm over the wrong kind of advertising because, if the structure of retail advertising totters, he will be the first to feel the effects of the fall.

Farm Business Is Worth Cultivating

[CONTINUED FROM PAGE 25]

they spend their advertising money largely in channels that do not reach the farmer at all or fail to influence

The farmer does his buying principally through local distributors just as the city dweller does. Therefore, if you want to know the most potential sources of influence with the farmer, ask your small-town dealer. He will tell you at once the classes of media

Speaking of this rural distributor of yours, the small-town merchant, I think he has a real grievance against those who are spending advertising money. He is in competition not only with dealers in nearby towns but par with dealers in nearby towns, but par-ticularly with those in the cities. Therefore, when you spend the major part of your appropriation in greatly duplicated circulation in cities before even securing adequate coverage among his prospective customers, he is compelled to compete upon a most difficult basis.

Add to this the difficulties under which he labors due to being unable to buy as advantageously as larger merchants, it is little short of surprising

that he survives at all.

A ND there are those who think the small-town merchant will not survive. Those who so believe must also think that the farmer is doomed, for the two are associated inseparably. The farmer, even with the greatly improved facilities of transportation, will not travel twenty miles or more to do his daily or weekly shopping unless he is compelled to. Thus the small town and its agencies of distribution survive because there is a real need for them. In the aggregate, they constitute a balance of trade, the impairment of disarrangement of which would have an almost overpowering effect on in-

Therefore, when manufacturers or jobbers neglect this source of distri-bution and disregard the importance of the market upon which it depends, they strike at the foundation of their

own welfare.

Some economists have indicated that it is not necessary for agriculture— hence the small town and its merchants -to prosper in order that industry may prosper. The facts set forth by these economists seem to be conclusive—at least they apply to the present. Industry has prospered in times when agricultural prices were at low ebb. The latest case in point is the period since 1921. There is no gainsaying the prosperity of industry during this time nor the relatively unfavorable conditions which pertained in the field of agriculture.

It is easy to see that low priced raw materials enable the manufacturer to compete on a more favorable basis, especially in foreign markets. It is equally apparent that the less the laborer must spend for food the more he has to spend for products of the he has to spend for products of the factory. But the economic problem does not quite end there. It may be that the manufacturer can live for a time on the fat wages of his employees. In fact, he has been doing so, and in

"Once upon a time" is the way Mother Goose would start the story of "one paper coverage" in Detroit—now that the Detroit Times has over 300,000 daily* and 330,000 Sunday it's a different story—

*Evening except Saturday

Recent Mergers

have concentrated buying power into the hands of executives of Key Public Utility, Railroad and Industrial Corporations in the United States, to which this medium goes, at their request, for \$7.50 a year or 35 cents a copy.

The securities of these companies are owned by the public; listed on the principal stock exchanges and are analyzed continually in our columns.

We are a necessary magazine to these executives as our recommendations are followed by a quarterof-a-million investors.

There are only 720 Industrial Corporations listed on the New York Stock Exchange.

> V, E. GRAHAM Advertising Director.

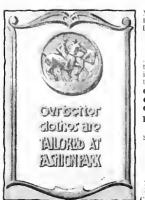
MAGAZINE WALLSTREET

Member A. B. C.

42 BROADWAY

NEW YORK

No. 4 of a Series



DISPLAYS

Astute Advertisers are meeting this demand ing thi through

OLD KING COLE, INC. Canton, Ohio Third Dimension Displays

Send for Catalog Eastern Repre-

R. E. McKimmey Co., Inc. 389 5th Ave., at 36th St., N. Y. C.



order to make his position doubly sure, he has mortgaged these wages in advance through a system of installment selling. But with this manufacturer looking for new markets, it is evident that he cannot disregard the potentialities of the rural market as a prime requisite to the permanent prosperity or growth of his business. The interests of industry, labor and

agriculture are as one. Therefore, when the advertiser disregards or neglects the rural market and its agencies of distribution, he subordinates the permanence and future of his business to the exigencies of the moment.

Function of Financial Advertising

[CONTINUED FROM PAGE 27]

do what we can, misunderstood though we may be, to re-align our banking services so that it accord closer with prevailing public tendencies. Mere reflection in type and picture is not enough. If we are to fulfill truly our opportunity and responsibility we must exert every pressure—misunderstood at the beginning though we may be-to redesign some of our services to attune more accurately to the current of pub-

lic preference.

Within the past ten years, almost every industry and profession in the United States has faced a turning point in its career. Banking today is no exception. Owing to the strategic and fundamental position of banking, perhaps we do not feel public tendencies as do some others. We are comparatively well entrenched and, in many phases of our work, comparatively far removed from the public. But we are likewise comparatively far removed from accurate and strong reactions reflecting public preferences. Our relatively remote and comparatively secure position, however, by no means eliminates us from the necessity of taking full cog-nizance of the tendency and power of the public undertow.

We have the choice today of continuing at an undisturbed pace, perhaps, smugly conscious of our relatively impregnable position, smugly unconscious of the beating waves of public indifference, or of so redesigning our services that we may become a live, pulsing item in the daily life and appreciation of

110 million people.

The financial advertiser cannot afford to be satisfied with the esoteric discussion of typography, layout, balance and comma hunting, important though they are. He must become a true specialist in designing services and service "packages" for the consumption of the gen-

Banking wants such men far more than strictly advertising men. Perhaps, for the moment, it is not at present cognizant of what it wants, but ultimately the astute minds of banking will awake to the fact that much as banking needs advertising, far more does it need those handmaidens of advertising, thoroughly seasoned sales and mer-chandising plans which in themselves sometimes redesign a product or its "package," thereby saving hundreds of thousands of dollars' worth of advertising and vastly shortening the road to public approval.

Starved and hungry for an IDFA

A brave professor of psychology, martyred to his vocation, has diligently played eavesdropper for several years.

He now reports that, "the best minds discuss ideas; the second ranking talks about things; while the third and lowest mentality—starved for ideas—gossips about people."

The populace is always starved for ideas. It has always been set afire by ideas. Eight crusades pursued an

idea across Europe into Asia. An idea split our country into North and South.

Take a more humble example. The world's heavy-weight championship is merely an idea. Nothing tangible changes hands when a champion is dethroned.

Business competition today is largely a competition between ideas.

Listen to a salesman reporting an interview. Says he, "I gave him a *picture* of our line

that he had never seen before . . . "

Idea-starved millions! Reading newspapers, thumbing through magazines, strolling past billboards with the money in their pockets that they gladly slaved away their working hours just to have ready to spend—when their imaginations are stirred.

Will they exchange this money for the article you sell? Yes... if you'll bundle it up in an idea.

GEORGE BATTEN COMPANY, Inc.

Advertising



Arthur Henry Co., Inc.

Designers and Producers of Distinctive Direct Advertising

P)

Leaflets Folders

> Broadsides Booklets

> > House Organs Catalogu<mark>e</mark>s

> > > Copy Writing
> > > Illustrating

Engraving Printing

യ

Are now located at
40 EAST 49th STREET
Cor. Madison Are., New York

E,

Working Old Accounts

[CONTINUED FROM PAGE 20]

Hundreds of home-owners nearby may be thinking of installing new heating equipment, but the plumber does nothing to fan their mild wish into a decision to buy.

This manufacturer is sending out a junior force of direct salesmen. One of these men goes to the leading plumber in a given town. He offers to do door-to-door canvassing to see if additional new business can be secured on heating plants. For this service the plumber pays nothing during a trial period. If, at the end of the trial two weeks, the plumber decides that it will pay him to put on a man to do this work, he can do so. The manufacturer is thus showing his old accounts how to grow more business.

OLD accounts often remain small because they never put in stocks large enough to attract brisk business. That was the case with the luggage section of one of New York's biggest department stores. One day the buyer asked a luggage salesman why the store did not sell more trunks and bags. The salesman looked about. In all sincerity he was able to say, "I think it is because your stock is too small. You are simply feeling your way in an experiment, rather than having a first-class stock that offers the same range of selection that your customer can find in a first-class luggage store. Your department suffers by comparison and so people go elsewhere." This led to a thorough discussion of what was meant by "an adequate stock." The salesman went away with a real order and when it was delivered the department store began for the first time to do a real business in luggage.

Failure to keep old accounts growing is often due to failure to keep on reselling the customer. The salesman feels that the dealer knows all about the line and so gradually gives up talking about it. A salesman said to me once, "I've learned one good lesson from you advertising fellows. You keep right on telling the same old story but you serve it up each time in a way that makes it look new. That's just what more salesmen need to do. To get talking to dealers almost entirely about golf or the weather is just as ridiculous in personal salesmanship as it would be in follow-up advertising." A mighty

good point that!

Very often the old account grows bigger when the salesman encourages the dealer to branch out and carry other types of goods as well as his own. For example, a piano salesman gets a piano store to add a sheet music department. Pianos may be bought but once or twice in a lifetime but sheet music is bought frequently. Such an added department may bring in lots of new faces. New customers for sheet music may be turned into buyers of new pianos. Old customers who bought bianos now come in oftener in order to buy sheet music.

With each new type of goods added to a drug store, hardware store, or book store, many new people are attracted to the store and old customers come in with increased frequency. This exposes them to more of each type of goods stocked. That is one reason why many salesmen urge such a policy on the dealers from whom they are trying to get bigger orders for their own line of goods.

Getting more business from old accounts often involves getting the dealer to stock more of the line. In the case of one manufacturer it was found that only about 20 per cent of the accounts on his books carried the full line. This condition has held for many years. Ways are now being worked out to make a higher percentage of the dealers carry the full line.

For one thing, the manufacturer now sees the wisdom of advertising his full line. There is a reason for every item, and these reasons are being played up to the consumer. He reminds the public also of the fact that satisfactory selection is made possible through the many varieties carried by the dealers who stock this line. The salesmen are showing this advertising to dealers, reminding them that it will pay to live up to the picture that is painted of them in print.

In another case the problem of stocking and displaying the line has often been offered as an excuse by the dealer who wanted to handle only a few items. The manufacturer has lately worked out a display rack which he gives to every dealer who handles the full line. This rack is so useful and attractive that practically every dealer wants it. It behooves every manufacturer of a long line to be sure that he can show dealers how to carry the line conveniently.

In other cases special discounts are offered to dealers as an inducement to stock the line. Special, scientifically planned assortments should be considered in some cases. The underwear or the shoe manufacturer may get in a full line of sizes by showing the dealer just how to order the different sizes in the right proportions. When such help is missing the dealer may come to the end of the season with so many odd-size left-overs that he scales down his whole order for the following reason.

The manufacturer of a line of toilet specialties for a long time had but little success in getting in his full line. His perfume was very successful but the rest of the line went slow. Then his advertising agent suggested mentioning more items in each advertisement coupled with the statement that the thoughtful woman always saw to it that there was no clash between the odor of her perfume and the odors of her rouge, lipstick, sachet, talcum, etc. They all should be harmonious. This result could be achieved through sticking to this one line of goods. This simple move quickly got greater acceptability for the line from both user and dealer.

The mere personal side of getting more business from the old account is a matter that deserves study. The salesman may get so well acquainted with his customers that the connection is too friendly. The dealer can put off

Offering a suggestion to Mr. Robert S. Cheek of Cheek-Neal Coffee Company



Pretty nearly everybody, Mr. Cheek, who has any reasonable supply of world's goods is eager for the best of everything going. You've discovered that. You've taken a mighty fine coffee and created for it a truly *national* market. But, even so, there are still millions who would like to be "pleased."

For example, the million well-to-do homes where Comfort is read. It's a market that would be peculiarly receptive to a good coffee. Families fond of good living and able to afford it. 78% of Comfort subscribers own their own homes—and the average size of these farms is 198 acres.

And a million really first class prospects—good to the last family—is a potential sales increase to be reckoned with. The duplication in circulation with other magazines is amazingly small. With the Ladies' Home Journal it is only 3.13. With the Woman's Home Companion only 5.22.

We'd like an opportunity to present the whole story of Comfort to you.



FIFTEEN minutes to wait for the train!
Out comes the current magazine. Does he bury himself in some story, to be brought up sharply with that exasperating "Continued next month"?

Not on your life! No time for anything but pictures. Like a kid with a new picture book, his eye seeks them. They tell him something.

Serve him what he wants. Tell him—sell him the story of your product, in attractive halftone, line-cut, or color. Make him see it. He'll remember it long after mere type is forgotten.

> For three generations we have helped advertisers, publishers and printers to make their pictures TALK. The best picture in the world is no better than the photo engraving that reproduces it.

Gatchel & Manning, INC.

C. A. STINSON, President

[Member of the American Photo Engravers Association]

Photo Engravers

West Washington Square \$\sim 230 South 7th St. P'HILADELPHIA

the salesman too easily. For this reason some manufacturers shift their salesmen every two years to new territories. Coming fresh into a new territory the salesman resells all the old dealers. He thinks up ways to make them grow, for that is the best way in which he can make a showing. To the old customer he is a stranger and so there is none of the time waste in badinage or other conversational horse-

The salesman is often so immersed in details that he cannot help the dealer much in getting a bigger general outlook which may lead to bigger oroutlook which may lead to bigger orders. For this reason every manufacturer should provide some means of enlarging the outlooks of his more promising accounts. It may be done through special representatives who call, not to sell more goods but to help the dealer in formulating a general program of expansion. The sales manager himself—or even some one higher may do this work in person or by up-may do this work in person or by

ONE sales executive says: "The prob-lem of getting the old account to grow still larger is often one of increasing the dealer's personal wants. A dealer may have only modest ambitions and begin to rest on his oars when he and begin to rest on his oars when he has reached a certain point in financial security. This operates against an increase in his operations. When I was a salesman I always tried to find some way of making such a dealer develop a new incentive to add to his income. For example, I once found that a bogbound customer was crazy about automobiles. He had a very good car that had cost him about \$3,500. I talked motoring. I described my ride in a wealthy friend's Rolls-Royce. I don't suppose any Rolls-Royce salesman ever suppose any Rolls-Royce salesman ever sold that car as hard as I did. Finally it worked. He got a picture of himself in his mind's eye as the owner of one of these \$10,000 cars. You can guess the rest."

Other indirect ways to increase business from old accounts include:

Paying salesmen extra commission or bonuses on full-line customers; seeing that store display material features the full line instead of only a part of it; assisting the dealer to get a more profitassisting the dealer to get a more promable store location; educate the dealer's clerks so that they are more inclined to push your goods; getting the dealer to go after quantity orders from hotels, schools and other institutions.

Allen Collier Dies

Allen Collier, president and treasurer Allen Collier, president and treasurer of the Procter & Collier Company, Cincinnati, died on June 16 in his sixty-fourth year. Mr. Collier was not only a successful advertising man but also an active printer having interests centered in both an advertising agency and a printing establishment. Mr. Collier merged his printing shop with the advertising business of Percy Procter, a cousin of the head of the Procter & Gamble Company. With this consolidation, the firm of Procter this consolidation, the firm of Procter

this consolidation, the firm of Procter & Collier was formed.

Since Mr. Procter's retirement some twelve years ago, Mr. Collier has been the head of the agency. He played an important part in the activities of the American Association of Advertising Agencies of which his agency was a charter member.

charter member.

THE ERICKSON COMPANY

Melvertising

381 FOURTH AVENUE, NEW YORK

If you want to know about our work, watch the advertising of the following

BON AMI
CONGOLEUM RUGS
VALSPAR VARNISH
GRINNELL SPRINKLERS
McCUTCHEON LINENS
PETER SCHUYLER CIGARS
ANSCO CAMERAS AND FILM
COLUMBIA WINDOW SHADES
ARCADIAN SULPHATE OF AMMONIA
TARVIA
DUZ
WOODTONE
HAVOLINE OIL
WALLACE SILVER

THE DICTAPHONE
BARRETT ROOFINGS
NAIRN INLAID LINOLEUM
COOPER HEWITT WORK-LIGHT
McKESSON & ROBBINS PHARMACEUTICALS
NEWSPAPER INSTITUTE OF AMERICA
PLYMOUTH BINDER TWINE
SEMET-SOLVAY COKE
TAVANNES WATCHES
INDIAN GASOLINE
BONDED FLOORS
NEW-SKIN

What we've done for others we can do for you

Member of the American Association of Advertising Agencies Member of the Audit Bureau of Circulations Member of the National Outdoor Advertising Bureau

The OPEN FORUM

Individual Views Frankly Expressed

Taking the "Blinders" from Advertising

THERE is no question in my mind but what Mr. Conybeare's suggestion of a national audit of lineage figures points out a need in advertising which we must recognize if we are sincere in applying the "engineering viewpoint," which came into the limelight during our recent A. N. A. meeting in Detroit.

Just as we wonder now how advertising space was ever bought before the advent of the A. B. C., so we shall look back on some of these other factors which keep the "blinders" on ad-

By all means let's clearly define the logical classifications for advertising lineage figures and then set up the machinery for auditing them centrally and uniformly.

W. A. HART, Director of Advertising E. I. Du Pont de Nemours & Co. Wilmington, Del.

Cooperating with the A.B.C.

IN my opinion there is no necessity for such an added item of expense on advertising traffic as Mr. S. E. Conybeare suggests in his article "Wanted: A National Audit of Lineage Figures." (ADVERTISING AND SELL-ING, June 15.)

The daily newspapers in nearly all of the large cities keep a fairly accurate record. All that is lacking is the element of standardization regarding classifications.

The A. N. P. A. could very easily adopt recommendations for use by menibers which would produce comparable figures.

Advertising lineage figures at best are but an indication of trends. Their significance can be thrown far out of line by rate increases or concessions.

If the advertisers will focus their efforts to further refinements regarding the standardization of circulations as audited by the A. B. C., to the end that every 1000 of circulation can be correctly appraised, they will be doing something much more effective.

I sincerely believe that a new construction of the 50 per cent rule of the A. B. C. is the best way out of a very confused situation in many cities.

By insisting that "the publisher receive from the carrier or news dealer at least 50 per cent of the advertised price," instead of that "the subscriber pay at least one-half of the advertised price," would produce one step toward reform.

Then again, the application of the so-called "5 per cent rule" produces unnecessary friction and confusion.

I believe that the auditing of the newspaper to prove circulation as checked up against book records should not be accepted until it is proved that the publisher is crowding more than 5 per cent of overs on the carriers or dealers.

In cases where that is found to be the practice the A. B. C. could very properly penalize the newspapers for the excess over 5 per cent.

I am in favor of cleaning up these differences before seeking out ways to inflict further overhead expense on advertisers.

> Jason Rogers, General Manager Kansas City Journal-Post. Kansas City, Mo.

Mr. Convbeare's Audit

HAVE read with considerable interest Mr. Conybeare's article in your June 15 issue, entitled: "Wanted —A National Audit of Lineage Figures."

I am impressed with the logic of his presentation and believe that some central organization for the auditing and defining of the various classifications of lineage for comparative purposes would prove of great value to advertisers generally.

Edwin S. Friendly, Business Manager, The Sun.

New York.

Filing Media Data

ITH reference to the article, "How to Give the Media Buyer a Chance to Think," by Lynn Ellis, allow me to state that insofar as the space buyer is concerned in determining media in which to portray any particular client's business, he cannot specifically put his finger on the information he desires, even though he should have his standard data file. The well conducted agency selects mediums for its client's advertising on information it has from the publishers, the Audit Bureau of Circulations, and from its own sources of information. This information cannot be supplied in any form by any publisher, but rather is the result of years of experience on the part of the space buyer as well as the other executives in the organization.

A newspaper may have the largest circulation, print the most advertising, and be admirable as the dispenser of news, but be useless as the medium for a particular article. Nobody knows exactly why. Nobody can give a reason, and least of all the advertiser or the publisher. The agency is obliged to judge mediums at this angle of the general point of view.

There is in every large agency a factor employed in judging mediums which cannot be expressed in its merits of statistical information-which no representative can furnish, and which is difficult even to indicate. The expert space buyer knows instinctively what mediums to select for any particular advertising, though he may find it impossible wholly to justify his judgment. A medium which he rejects may have the best possible ratings in every bureau of associations dealing with the efficiency of advertising mediums, and yet be visioned by the space buyer as undesirable for some campaigns.

It is, we believe, a fact that no agency of size is basing its policy with regard to advertising mediums wholly upon the figures of their able advertising managers, upon the data furnished by the ABC, or upon the always interesting and plausible presentations of the representatives calling upon them. The information that is being supplied today by publishers might very efficiently be issued in standardized form as mentioned by Mr. Ellis, but in the writer's opinion this data information will never supplant the spontaneous information given by representatives at various times and peculiar to accounts in question. Neither can this information supplant the experience or the results we have secured from publications which may never furnish data to us. This is the case with several of our most successful inquiry producing mediums.

> C. B. Donovan, Charles W. Hoyt Company, Inc., New York.

Concerning the "Boss"

AMES M. CAMPBELL'S article in your June 15 issue, "The Status of the Advertising Manager," is interesting. His "The boss is the boss" is right, but, it has been hard for some advertising managers to be thrust into positions where for years the "boss" has been "The Man Nobody Noes."

GRIDLEY ADAMS, New York.



Making its subtle appeal direct to the mothers of America—this Johnson & Johnson display, thru the presentation of a basic idea, "The Story of Baby's Life"—is earning an appreciative sales response and an enviable record of acceptance by the drug trade.

created — in its entirety — for Johnson & Johnson, by the Einson-Freeman Organization

THROUGH the medium of window display you can place your advertisement on the "buy ways" of the country where crowds pass and shoppers linger, on Main Street or side street, and always at the actual point of sale—your dealer's window.

No other medium offers the advantage, the flexibility, or the low cost of window display advertising. You can cover the entire country, one city, one sec-

tion, one street, as your budget permits, but always at the point of sale—your dealer's window.

Irrespective of the other links in your sales chain, soundly planned window display advertising will demonstrate its specific sales power at low cost in your sales program.

An Einson-Freeman executive will gladly present new proven facts regarding this profitable medium.

EINSON-FREEMAN CO., INC.

OFFICES AND COMPLETE MANUFACTURING PLANT

Lithographers

511-519 East 72nd Street, New York City

An Island of Prosperity

Despite the assertions of Will Rogers that the farmers are getting a "dirty deal," we know of one territory where farming continues to be a highly profitable pursuit.

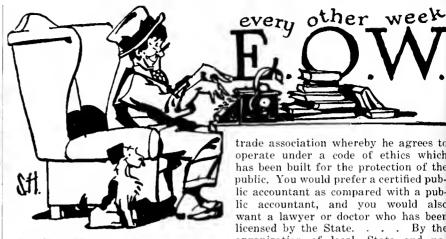
This territory includes the two Virginias, Maryland, and North Carolina. Here you find an island of prosperity, where per acre crop values are among the highest in the country, and the farmers are able to raise four-fifths of what they consume for living purposes. Consequently, a greater part of their incomes is set free from the purchase of "bare necessities," and they can grant themselves many comforts -now and then, some luxuries. Their tastes are not limited, and neither is their buying power.

In one out of every three white families in this territory, the Southern Planter is one of the "bare necessities." It is as essential to the lives of these people as their automobiles, and serves them in much the same way, as a means of contact with the world beyond their own fertile acres.

The Southern Planter is highly influential, and its influence will impart itself to your advertising.

The Southern Planter Richmond, Va.

JAMES M. RIDDLE CO. Chicago New York Atlanta Kansas City San Francisco



"Pay-Day Has Came"

A man who used to live in "my town," out West, told me this story. It has to do with conditions which, some people think, will not occur again. On that subject, I prefer to maintain a discreet silence

Years and years ago he was a newspaper reporter. Overnight, almost, business slumped horribly, and A. was instructed to interview several of the local captains of industry and find out from them just what the trouble was. Most of the l. c. of i. didn't know; and said so in a great many words. Finally, in the hope of getting something real, A. called on a Swedish implement dealer, who had the reputation of being more than ordinarily hard-headed. A. explained what was in his mind. "What's your explanation, Mr. Swanson?"

Mr. Swanson grunted and looked at the ceiling. He grunted again and looked at the floor. "Veil, I tell you," he said, after a long silence, "I tank that pay-day has came. Some fellah vant his money. He say 'No notes goes. I vant cash.' Anoder fellah say same thing. First thing you know, everybody say 'No notes. We want cash.' Yeh, that's it. Pay-day has came."

The Case for the "Realtors"

In a recent issue of Advertising and Selling, I commented on the tendency of men in certain lines of business to give those businesses a status which, in my opinion, is not theirs. Among other things I said, "Nowadays, undertakers are not undertakers, they are morticians. Real estate men are not real estate agents, they are realtors. Barbers are tonsorialists. And half the men in the United States who make livings by methods other than manual abor talk about 'our profession' as if they meant it. Some of them do—that is the trouble."

Mr. John Masek, executive secretary of the Orlando Realty Board of Orlando, Florida, takes good-natured exception to what I said about real estate agents. I quote from his letter:

"In buying or selling real estate you want to deal with a man who shows enough interest in his work to join his

trade association whereby he agrees to operate under a code of ethics which has been built for the protection of the public. You would prefer a certified public accountant as compared with a public accountant, and you would also want a lawyer or doctor who has been licensed by the State. . . . By the organization of local, State and national boards, the serious-minded brokers have been able to apply certain remedies for the protection of the public and themselves. It was logical, therefore, that these same men who were giving of their time and money to improve the real estate business should adopt the designation whereby you as a prospect could be assisted in selecting a reputable broker. . . . Speaking in a general way I think you will find that the realtors represent by far the leaders in the business."

What He Wants Is-Orders

The sales manager of a recently organized company operating in a field which is pretty thoroughly filled by existing concerns tells me that he does not intend trying to market his product in this country. "We haven't the money to buck the big fellows," he says. "For every dollar we spend for advertising and introductory work, they can spend twenty." So, through business friends who live in other countries, he is establishing connections which give promise of immediate, not ultimate, profit. He is very much encouraged by what has happened thus far. His distribution is decidedly "spotty." Yet, he says, there is profit in every order he gets.

This way of doing business is not in accord with accepted ideas. The average sales manager tries to "establish a brand" as well as make sales. That is the wise thing to do—if one has the funds to do it. Some people haven't. They seek out sections where the advertiser is unknown—or where advertising does not count as it does here.

I imagine there are more concerns who do business that way than the advertising world suspects. Quite a good many years ago I made a winter trip to the West Indies. We stopped at all sorts of out-of-the-way ports. And the quantities of stuff that were unloaded at some of these places were beyond belief—stuff the names of which were quite unknown to me. And I happen to know one manufacturer who kept going for years and years because, without his competitors' knowledge, he had entrenched himself in semi-barbaric lands which very few of us have ever heard of.

t costs a National Advertiser less than one-third of a cent per copy for a full page advertisement in the Chicago Evening American

ಡ್ಡು

That's what you call economy in advertising



Our Point Is, We're Afraid,



THERE are those people over the country who find the New Yorker a trifle distasteful. Indeed, there are those right here in New York whose cheers sound muffled. But not the true New Yorkers—not those who share in that point of view that is New York's.

Because New York is the most provincial of American cities, The New Yorker is provincial too—essentially, exclusively of New York.

And how these Bright People on Our Island do acclaim The New Yorker!

In two and one half years of publication The New Yorker has attained in New York a circu-

of View a Bit Insular

lation amounting to more than half the coverage of the 20 leading class magazines put together.

We can afford to be disliked a little abroad, we think, to win the warm enthusiasm of this ultra smart group at home—

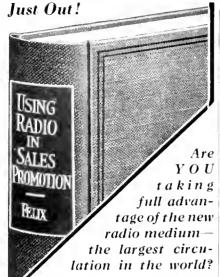
—who incidentally set the pace for all New York, and most of the rest of the country.

Of The New Yorker's total circulation, exceeding 50,000, 45,000 are in the Metropolitan District



25 West 45th Street New York City





No advertising man or sales promotion expert can afford to disregard radio broadcasting; he must be prepared to decide whether or not his product lends itself to successful use of the radio medium and, if it does so, how that medium may be used effectively to achieve the desired good-

Using Radio in Sales Promotion

By Edgar H. Felix

Broadcasting and Merchandising Consultant Centributing Editor, Radio Broadcast; Mem-ber, Institute of Radio Engineers.

386 Pages, 6x9, 43 Illustrations-\$5.00 net, postpaid

llere is a book that gives you the "How and Why" of up-to-the-minute practice in commercial radio broadcasting. It is the first book to cover this new field. The subject is discussed from every possible angle, from a consideration of who should use the radio medium, to the relation broadcasting to advertising and publicity.

Some of the Chapters

L-Logical Users of the Radio 111.—Qualities of Successful Good Will Programs; -Formulating the Program Policy;
A.—Directing the Broadcasting Effort; L.—Opening and Closing An-nouncements,

EXAMINE THE BOOK FOR 10 DAYS FREE

Send for this new book for 10 days' free Send for this new book for 10 days' free examination. This does not place you under any obligation to purchase. You merely agree to return the book, postage prepaid, in 10 days, or to send us \$5 as payment in full at that time. Mail the coupon NOW!

FREE EXAMINATION COUPON

McGRAW-HILL BOOK 370 Seventh Aven	
You may send me for Felix's USING RADIO TION, \$5.00.	IN SALES PROMO
1 agree to return the 10 days of receipt or to Name	remit for it.
Address	
Official Position	
Name of Company	A F C 20 22

Everybody's Business

[CONTINUED FROM PAGE 5]

order. So many contradictions surround us that we cannot even reach a common ground of thought with respect to such basic institutions as polities and education. Long ago we departed from the principles of government set forth by our forefathers. The centralization of power in the hands of commissions, mostly appointed by the President, is in opposition to our early fundamentals. Now instead of business being governed by laws created by Congress, it is largely controlled by boards, commissions and bureaus such as The Interstate Commerce Commission, The Federal Reserve Board, The Shipping Board, The United States Tariff Commission and The Federal Power Commission. This concentrates tremendous power in the hands of men appointed by the head of the nation, and largely substitutes a bureaucratic government for a government of law.

I T is natural that those who believe in the infallibility of our foundation principles should roundly criticize the removal of regulatory powers from the hands of legislators. But it is pertinent to ask where we would be today if we had been compelled to wait for our great law-making bodies to settle their differences and take the action necessary to modernize current customs and practices. Even now in some of our greatest states the representatives of the people in the legislatures are wholly unable to comprehend the simple fundamentals of enlightened public service. This refusal to delegate powers to the Public Service Commissions in such Commonwealths as New York is preventing the introduction of lower rates by some of the utilities. thereby perpetuating the use of raw coal with its air pollution, excessive laundry bills, damage to property and health and increase in traffic congestion. It is no more necessary to burn raw coal than to draw water from an old-fashioned well in the backyard.

It is very easy for one to say that truth will prevail eventually and then dismiss the problem as being already on the road to solution. It was evident long ago that unworthy and unqualified students should be kept out of our crowded colleges, many activities curtailed and the courses more vocationalized, ethics taught as a primary subject, professionalism in athletics eradicated, extravagance discouraged, and candidates for education selected on a basis of intellectual achievement and promise rather than for less tangible qualities such as the inherited privilege of being the son or daughter of an Few things are more basic alumnus. in our national life than education and yet we pursue methods that should have been abandoned decades ago.

The big point is that we seldom change an accepted practice or a common habit until forced to do so by urgent necessity. New inventions are coming at the rate of one every seven minutes and it is impossible to predict what will be the ultimate effect of any discovery. The radio and the automobile have reversed the migratory movement from farm to city, and this has all happened while we were hopelessly debating what to do about our deserted farms. The big trust that was in high disfavor a few years ago now has most of the advantage, for it is only the powerful organization with its immense facilities for research that can so increase its manufacturing efficiency as to reduce operating costs as rapidly as price levels decline.

Probably the thing of greatest importance and the one we know the least about is the growth of population. The figures covering the last century supply us with no good base for future calculations. We have passed through a period of exceptional growth due largely to scientific achievement, the development of transportation, and the occupation of what were heretofore waste lands. The population of North America remained practically stationary at about a million inhabitants for more than a hundred generations. Our continent yielded to bow and arrow sustenance for just that many people, and the population total refused to pass this limit until the white man came with his machinery and started to produce the necessities of life for a hundred times as many people as had occupied the land in the ages gone before.

If we go back through the centuries we find that two acres of cultivated land were added for each increase of one in the population. As we reach population saturation, the future will be regulated by the production of synthetic foods and the introduction of enforced diets. Such developments coupled with plans for intensified cultivation will engage our attention before any effort is put forth to restrict births. In fact, we may find eventually that birth-rates and death-rates are secondary matters, being determined ultimately by such economic considerations as an adequate food supply.

THEN there is the possibility that a revolutionary discovery will upset all calculations. Professor Steenbock's disclosure that ultra-violet rays will greatly increase the vitamin content of foods may eventually solve the greatest problem of China and India, which is national nutrition.

So many of our ambitious generalizations are built either on thin air or on faulty analogies. The mere stabilization of prices and foreign exchange through exercising control of the supply of money metals would doubtless bring results no one can now anticipate. We regulate the production of common commodities like rubber, so it is safe to say we can regulate the production of gold. An international body could buy up gold mines and goldbearing lands in the interests of everybody, and then control the production of the metal in such a way as to stabilize its value or purchasing power Similar conditions of uncertainty will be found in any direction we turn, which indicates the necessity of being everlastingly on the lookout for the new roads that branch off the beaten high-

way to virgin fields of opportunity.

Twenty-One Ways to Use an Advertisement

[CONTINUED FROM PAGE 24]

detailed cut of a Ford engine that had been put in print. When proofs were mailed to Ford dealers, it was found that many of them hung it out in the garage where repair men could refer to it. Good business, that!

Envelope stuffers for dealers: But be

Envelope stuffers for dealers: But be sure that the dealers really will use them before you put too much money into proofs for this purpose.

To quantity buyers or other important customers: A cigarette manufacturer might not consider for a minute a proposal to mail proofs of his advertisements to every dealer who sold his products. But chain store buyers, his men's clubs, and other excentionally hig men's clubs, and other exceptionally large outlets might well be followed in this way.

To prospective dealers: Some houses take great pains to mail proofs of all advertisements to the dealers who already handle their goods, but make no effort to send the same proofs to dealers who are still on the "prospect"

Advertisements have been known to open new accounts, even after many calls from the salesman had failed to make a dent. Of course, they were exceptional advertisements, but who does not think he puts out such an advertisement now and then? One of the smartest advertising managers I know said recently, "I try to send our advertisements to every important dealer who does not handle our goods. If he who does not handle our goods. If he is wavering, they may help to swing him. If he is owned by one of our competitors, they may rub off some of his enthusiasm for the other fellow's goods. And finally, many salesmen tend to slight or omit their calls on dealers they never hope to get.

Birmingham Paper Changes Hands

Transactions in the purchasing of the Birmingham Age-Herald, morning paper, were completed on March 7 by E. D. Dewitt when he took over the Messrs. B. B. Comer, Donald Comer and F. I. Thompson. Announcement of the deal which took place early in the spring was not made until a few days ago. Mr. Dewitt was acting for the Birmingham News Company, which publishes the Birmingham News, an afternoon paper, and controlled by Victor H. Hanson. On June 1, Mr. Dewitt turned the acquisition over to the publishing company which he represented with the full knowledge of the men from whom the paper had been bought. The 10 per cent stock interest of Robert R. Meyer and R. H. McIntosh outstanding at the time of the sale was subsequently acquired by Mr. Hanson and by this later transaction complete ownership was obtained.

Since June 1 both papers have been published under their own names and will continue as morning and evening papers as before, though the plant of the News will turn out the two editions. The Sunday edition will be a consolidation bearing the names of the two

The list of advertisers who used space in the first issue of the

(NEW) AMERICAN DRUGGIST

The Pharmaceutical Business Paper

is one proof of its value as an advertising medium.

Another proof is a copy of the magazine. If you want to see the

(NEW)

AMERICAN DRUGGIST

A copy will be sent you

Advertisers Index--July

The first issue under the new management

Abbott Laboratories Co. Mbany College of Pharmacy American Hard Rubber Co. Andron Hygienic Co. Ansonia Clock Co. Arnold Electric Co. Binney & Smith Co. Boals Rolls Corp. Carpenter Chemical Co. Chamberlain Medicine Co. Clements Products, F. W. Coca Cola Co. Eimer & Amend Fitzgerald Mfg. Co. Fougera & Co., E. Gillette Safety Razor Co. Good Housekeeping Gould Co., M. P. Hugel Co., C. Johnson & Johnson Kleinert Rubber Co., I. B. Kotex Co. Lehn & Fink Co. Lippincott Co., J. P. Luit Co., George W. Major Manufacturing Co.

Merrell Company, Wm. S. Mulford Co., H. K. Nashua Package Scaling Co. New Jersey College of Pharmacy New York Handkerchief Mfg. Co. Norida Parfumerie Parfums d'Orsay Parke, Davis & Co. Philadelphia College of Pharmacy & Science l'neumo-Phthysine Chemical Co. Schering & Glatz, Inc. Schnefel Brothers Scholl Mfg. Co. Scovill Mfg. Co. Sharpe & Dohme Standard Allied Products Corp. Squibb & Sons, E. R. Thompson's Malted Food Co. United Remedies, Inc. Valentine's Meat Juice Company White & Wyckoff Mfg. Co. Wupperman Angostura Bitters Zonite Products Company

Marchiony Spumoni Co.

119 WEST 40th STREET, NEW YORK

A New 300 Room Hotel and a 22 Story Skyscraper

Two of the many evidences of Unusual Prosperity in

ALLENTOWN PA.

75% of its 250,000 Trading Area Read The

Allentown Morning

Story, Brooks & Finley National Representatives

"Ask Us About Advertisers Cooperation"



My Earlier Experiences with Swift & Company

[CONTINUED FROM PAGE 22]

work. Mr. Rich was away, so I was referred to Mr. L. F. Swift. He did not remember me.

I said: "Three weeks ago you em-

ployed me as advertising manager."
"Is that so?" he replied. "I had entirely forgotten. If you are really employed here, go out and talk with

ONSIDER that reception for a lonely man, already half discouraged; for a proud man, who considered himself important; for a man from a small city where everybody knew him, his importance and his place.

But I was more unwelcome than I supposed. Mr. G. F. Swift, then head of the company, was in Europe when I was employed. It was his first vacation, and he could not endure it, so he hurried back. At once he asked what I was doing in his office. When told that I was there to spend his money, he took an intense dislike to me, and it never changed.

He set out at once to make my position untenable. The business he headed had been built without the use of print. He catered to nobody, asked nobody's patronage. He had gained what he could by sheer force. So he had the same contempt for an advertising man that a general must have for a poet.

He made my way very hard. I had come from gentle surroundings, from an office filled with friends. Here I entered the atmosphere of war. Here every conception of business was conflict, inside and outside of the office. We have nothing left in big business today to compare with the packing

business of thirty years ago.

Mr. G. F. Swift was a deeply religious man. I am sure he did the right thing as he knew it. But he was an autorat in the days when business was much like war. No one gave quar-ter or asked it. That was the attitude which later brought business into bad repute.

Mr. Swift was a fighter, and I became one of his targets. I typified a foolish outgo. I had been installed in his absence to waste his hard-earned money. So I suffered the consequences. Among the many who trembled at his word, I always trembled most.

Mr. Swift's conception of advertising referred in particular to signs on refrigerator cars. They went everywhere Good advertising there consisted of light letters. I could never get them light enough.

Next came the annual calendars. He had very decided ideas about them, and they never agreed with mine. Nor could I carry out his ideas to his satisfaction.

One day he asked me to photograph a side of beef for hanging in his beef houses. I recognized this as a crucial test, so I called in a half-dozen photographers. The best sides of beef in storage were brought out for photographing. The next morning I sent him some dozens of pictures and asked him to make his choice.

Soon I saw Mr. Swift charging from his office like a mad bull, his arms full of photographs. He started for my desk, but stopped some twenty feet away and threw the pictures at me. "Do you think that those things look like sides of beef?" he roared. "Where

are the colors in them? Do you think that anybody wants black beef?"

I explained that photography could not show colors. Then he said, "I know a girl who can paint beef in colors. I will take my job to her." Thereafter that girl held a place in our office very

much better than mine.

The chief advertising project of Swift & Company in those days was Cotosuet. The N. K. Fairbank Company in the Cotton of C pany was advertising Cottolene and making considerable strides. My chief

problem was to fight that competition.
Cottolene and Cotosuet were both
brands of compound lard. They consisted of a mixture of cottonseed oil and beef suet. They were offered as substitutes for lard and butter in cooking, at a much lower price.

Cottolene, being the original product, had attained a big start and advantage. But it was expected that I, as an advertising man, could quickly overtake and defeat it. It was something like combating Ivory Soap with another white soap today.

WE opened a sales office in Boston and started advertising in New England. We had hardly started when Mr. L. F. Swift came to my desk one

day.

"Father is very nervous about this money spent in advertising," he told me. "He considers it an utter waste. The results so far are not very encour-You have been here nearly six weeks, but our sales on Cotosuet have hardly increased at all."

I had no need to explain to him. He knew that advertising had hardly started. But I saw that I had to help him out by making some quick showing.

That night after dinner I paced the streets. I tried to analyze myself. had made a great success in Grand Rapids; I was making a fizzle here. What were the reasons? What was there I did in the old field which I could

apply to Swift & Company's problems?
At midnight, on Indiana Avenue, I thought of an idea. In Grand Rapids I created sensations. I presented enticing ideas. I did not say to people, "Buy my brand instead of the other fellow's." I offered them inducements which naturally led them to buy.

Why not apply those principles to Cotosuet? Rothschild & Company were then completing a new store. They would have an opening in two weeks. I knew Charles Jones, the advertising manager, and I decided to go to him and offer a sensation for his opening.

The next day I did so. His grocery

department was on the fifth floor, and it included a large bay window. I urged him to let me have that window for a unique exhibit. "I will build there," I said, "the largest cake in the world. I will advertise the cake in a big way in the newspapers. I will make that," I promised, "the greatest feature in your opening."

My idea was to make a cake with Cotosuet in place of butter. Then to argue that a product better than butter was certainly better than lard.

Mr. Jones accepted my proposition. Then I went next door to H. H. Kohlsaat & Co., bakers, and asked them to bake the cake. I told them to make the special tins which were necessary, to decorate the cake in a magnificent way, and to build it as high as the room.

They did so.

At the time of the opening I inserted half-page advertisements in the newspapers announcing the biggest cake in the world. That was on Saturday, and that night the store was to open. After dinner I started down to see the cake myself, but the cars stopped on State Street long before they reached the store. I stepped out and saw before me a perfect sea of people. After a long struggle I wended my way to the doors. At every door I found a policeman. The authorities had closed the doors because the crowd was too large to admit.

During the next week, 105,000 people climbed four flights of stairs to see that cake. The elevators could not carry them. There I had demonstrators to offer samples of the cake. Then we had prizes to offer to those who guessed nearest to the weight, but every guesser had to buy a pail of

Cotosuet.

As a result of that week, Cotosuet was placed on a profit-paying basis in Chicago. We gained many thousands

of users.

Then I organized a group to carry our plan through the Eastern States. The group consisted of a baker and decorator, three demonstrators and myself. We went to Boston and arranged an exhibit at the store of Cobb, Bates & Yerxa, but they threw us out the first forenoon. The crowd was so great that it destroyed all their chance to do business

we went along the New York Central, and in every city we learned new ways to increase the results of our efforts. We went to the leading baker and showed him newspaper elippings of what we had done elsewhere. We offered to let him build the cake and be advertised as its creator, on condition that he bought a carload of Cotosuet. Sometimes it was two carloads. We went to the leading grocery and proved the results of our cake-show. Then we offered to place the cake in his store if he ordered a carload in tins.

W HEREVER we went we sold enough Cotosuet to insure us a profit in advance. Then we hired boys on Main Street to cry out with their papers, "Evening News, all about the Big Cake." As a result, people mobbed the stores where the cake was on display. And in every city we established thousands of regular users.

At last we came to Cleveland where they had a public market. We could not there sell a carload to a grocer. But we arranged with the market to give us their band for a week, also

NO business in America occupies a stronger and more favorable position at the present time than the gas industry. In the past ten years it has experienced a soundly consistent and impressive growth. To meet this steady expansion, which has been at the rate of 10^{\prime} vearly, the capacity of the industry has been taxed to the utmost. Cities have expanded and the uses of gas have multiplied enormously as industry adopts gas for the solution of its heating problems. Industry alone, now takes 25% of all the manufactured gas sold. It is impossible to calculate the future demands on the industry as new applications, industrial and domestic, are being made almost daily.

Gas companies are now buying more equipment than ever before as increased facilities for manufacture and distribution are absolutely necessary. If you are a manufacturer of equipment applicable to this industry your product should be placed firmly and conspicuously in the market by advertising in the Gas Age-Record which is read by men producing over 99% of the annual gas output. Practically every manufacturer uses Gas Age-Record for it accomplishes

coverage with a single cost.

Gas Age-Record

A. B. C.

A. B. P.

9 East 38th Street

New York

We also publish Brown's Directory of American Gas Companies and the Gas Engineering and Appliance Catalogue.

Gas Age-Record Spokesman for the gas industry

A speaker may have a wonderful message but fail to interest because of his poor delivery...Likewise, a piece of copy may be a masterpiece and yet fail to gain the audience it deserves because of poor typography



WIENES TYPOGRAPHIC SERVICE

INCORPORATED

203 West 40th Street, New York

LONGACRE 7034

BAKERS FLPER A.B.P. and A.D. Published Twice-a-month A.B.P. and A.B.C. Published

Bakers' Helper is the oldest magazine in its field. It has given practical help to bakery owners for 40 years. The foct that over 75 per cent of its readers renew their subscriptions by mall shows they want it.

New York Office 17 E. 42nd St.

431 S. DEARBORN ST. CHICAGO, ILL.

Folded Edge Duckine and Fibre Signs Cloth and Paraffine Signs Lithographed Outdoor and Indoor Displays

THE JOHN IGELSTROEM COMPANY
Massillon, Ohio Good Salesmen Wanted

THE AMERICAN ARCHITECT A. B. C. Est. 1876

"Advertising and Selling to Architects," a booklet prepared to give you a better understanding of the architectural field—is now available.

239 West 39th St.

New York

The Standard Advertising Register

is the best in its field. Ask any user. Supplies valuable information on more than 8,000 advertisers. Write for data and prices.

National Register Publishing Co. Incorporated

15 Moore St., New York City R. W. Ferrel, Manager

Shoe and Leather Reporter Boston

The outstanding publication of the shoe, leather and allied industries. Practically 100% coverage of the men who actually do the buying for these industries. In its 67th year. Published each Thursday. \$6 yearly. Member ABP and ABC.

Topeka Daily Capital

The only Kansas daily with circulation thruout the state. Thoroughly covers Topeka, a midwest primary market. Olves real cooperation. An Arthur Capper real cooperation, publication.

Topeka, Kansas

Bakers Weekly A.B.C.-A.B.P. New York City NEW YORK OFFICE—45 West 45th St. CHICAGO OFFICE—343 S. Dearborn St.

Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.

PART TIME SALESMEN WANTED

High class and profitable side line for men selling advertising specialties or advertising space. Territories open throughout the United States. Address K. G., care Box 468, Advertising & Selling, 9 East 38th St., New York, N. Y.

their newspaper space. As a result, half the policemen in Cleveland were called there to keep the crowd moving. Ropes were stretched through the mar-ket. I doubt if the stalls sold very much that week, but we certainly sold Cotosuet.

When I returned to Chicago, Mr. L. F. Swift welcomed me warmly. "That is the greatest advertising stunt I have ever known," he declared. "You have made good, both with father and with

Thus I won out with Swift & Com-

That, many say, was not advertising. Advertising to them is placing some dignified phrases in print. But commonplace dignity doesn't get very far. Study salesmen and canvassers if you want to know how to sell goods. No argument in the world can ever compare with one dramatic demonstration.

I have no sympathy with those who feel that fine language is going to sell goods at a profit. I have listened to their arguments for hours. They might as well say that full dress is an excellent diving suit. No dilettantes have any chance in prying money out of pockets. The way to sell goods is to sample and demonstrate, and the more attractive you can make your demonstration, the better it will be for you. The men who succeed in advertising are not the highly-bred, not the men careful to be unobtrusive and polite, but the men who know what arouses enthusiasm in very simple people.

The fourth installment of Mr. Hopkins' autobiography will appear in our issue of July 13. In it he describes how he invaded the New England territory and in one week succeeded in selling more Cotosuet than six salesmen had been able to sell in six weeks, simply by talking service rather than product. When Mr. Swift, with characteristic brusqueness, wired him to fire the whole Boston torce, Mr. Hopkins protested and explained his selling method. It could not be taught, he maintained, because it was based upon a different fundamental conception of selling. He holds that opinion to this day for reasons which he explains in this third remarkable chapter.

A Comprehensive Survey of Industry

THE present day scope of American industry, from the viewpoint of both its major sales problems and the number of units engaged in manufacture in the United States, is indicated in the report of an industrial survey entitled, "Industrial Marketing at Work," which has just been completed and made public by the Marketing Counselors Staff of the McGraw-Hil Publishing Company. The report divides manufacture into five general classifications, those of the process or chemical engineering industries; metal working; textiles, lumber manufacture and miscellaneous industries, the lastnamed including printing and publishing, leather footwear and tobacco.

Today the major problem facing the American manufacturer, says the survey report, is that of concentrating his sales strategy and tactics efficiently in his most profitable markets. These must be determined by scientific study and by a careful process of elimination. The immediate and well-defined objective of the industrialist who aims to sell to industry without waste is recognition of the performance possibilities of his

product among the men who actually control buying in his worthwhile mar-

American industry is shown in the report to be formed by 196,309 manufacturing plants which utilize 33,094,-228 primary horsepower in turning out products valued at \$60,555,998,200 each year. Of the total number of plants making up industry in the United States, only 54,163 employ more than twenty workers each.

The survey report points out ten steps for the development of efficient industrial sales plans. The steps are outlined as, I.—Select and rate worthwhile markets according to practical potential yield; 2.—Select the men who control buying in each market, isolating them by responsibilities, not by titles; 3.—Build and maintain a prospect list of companies and of men who have been found to control buying in each of the markets selected; 4.—Determine the nature of the sales and distribution system according to the purchasing requirements of the buyers in each market; 5.-Place the sales force and distribution facilities strategically, according to geographic location and concentration of the markets selected; 6.—Select, train and compensate sales and distribution personnel according to the nature and plan of sales organiza-

The next three steps involve decision as to the most efficient use of advertising media, the manufacturer's literature and special promotion activities in the sales plan. Number ten in the list of steps involves the development of those sales and advertising appeals that tie the product directly to the self-in-

terest of the buyer.

Typographical Desk-Pounding

[CONTINUED FROM PAGE 30]

My friends were amazed to hear me play the oboe.

(This is the underline-in-toto. It plays the red and the black, and cannot lose. Prepositions and indefinite articles are given a dignity equal to that of verbs taking objects and proper names. Use this form when you wish the reader to tear out whole pages in his frenzy to get the coupon-and thereby spoil the serial story for all other readers.)

Give HER a new dust pan for her birthday!

(Here we have a simple example combining two forms of emphasis. It is equivalent to shooting off both barrels at once, or about seven grams heavier than Pelion piled on Ossa. Do not use this form in publications reachng the feeble or aged, or persons with weak hearts.)

Uncle Sam wants YOU to be a Tederal Prohibition Officer!

(This form piles on a couple more of Pelions and an Ossa or two. It vakes the dead, and increases the



Take advantage of the tremendous buying power behind this emblem



The net paid circulation of The Shrine Magazine is 607,112 copies monthly. A distribution statement, by states, will be mailed upon request.

The Shrine Magazine

1440 Broadway · New York Phone: Pennsylvania 7827

122 So. Michigan Blvd. Telephone: Wabash 6944-5

BOSTON Little Building Telephone: Hancock 8086

Use tremendous quantities of steam plant, electrical, office, automobile delivery and other equipment.

Over \$4,000,000 is being raised to advertise and sell the laundries to the public.

The Laundry Business Will Be Dou-bled in Less Than Four Years' Time!

There is an opportunity for everyone whose product or services can be used by power laundries.

THE STARCHROOM LAUNDRY JOURNAL -monthly trade journal-over 200 pages, covers this industry. For copy, rates, etc., address

The Starchroom Publishing Co. 421 Commercial Square, Cincinnati, Ohio



PAPERS WE SERVE No. 3

Multiple Advertisements conceived and executed by this organization appear in the June and July Special Convention Issues of the Purchasing Agent.

LE ROY P. WIGHT, INC. SALES AD

25 WEST 43RD STREET, NEW YORK CITY

ઉપહેલી તે કે ઉપહેલી તે કે ઉપહેલી તે ઉપહેલી તે કે ઉપહેલી તે

There are so many talkers and claimers in this world and few enough, how very few, who, modestly sure of themselves, go ahead and do the job.

Our work is good printing and we welcome inquiries from those who want it.

If you request, your name will be put on our mailing list

THE MARCHBANKS PRESS

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6, 2 4 4 1 6, 2 4 4 1 3 6, 2 4 4 1 3 6, 2 4 4 1 3 6, 2 4 4 1 3 6, 2 4 4 1 3 6, 2 4 4 1 3 6, 2 4 4 1 3 6, 2 4 4

Thousands of New Words spelled, pronounced, and defined in **WEBSTER'S NEW INTERNATIONAL** The "Supreme Authority" Here are a few samples: hot pursuit Red Star Air Council capital ship mud gun mystery ship S. P. boat irredenta aerial cascade Esthonia American Legion Blue Cross girl scout airport crystal detector cyper sippio superheterodyne shoneen Is this storehous of informatian serving you? 2700 Pages 6000 Illustrations 407,000 Phrases Gazetteerand Biographical Dictionary Get the Best! - Write for a sample page of the New Words, specimen of Regular and India Papers, FREE. G. & C. MERRIAM CO.

Springfield, Mass., U.S.A.

NO SELLING TALK Just Lots of Space for Your Signature for year (26 issues) at \$3.00

number of sales prospects proportionately.)

Man, MAN, learn the joy of a REAL rubber collar!

(A sentence of this kind is adequate for the community Fourth of July celebration for a town of 3500 inhabi-

YOU TOO CAN BECOME A BI-CYCLE REPAIR MAN!!

T... Th... There now. That one blew up my machine, and I shall have to finish in long-hand. I shall be brief, since I believe the examples are largely self-explanatory.

Let by-gones be by-gones. The advertising man never meant any harm, anyway. But now that this accurate data has been made available for him, he may be expected to use more caution in the preparation of his copy. Hit or miss selection of emphatic typography, from now on, will be but little short of criminal recklessness. A carelessly emphasized advertisement, instead of moving a prospect to action, is liable to knock him dead.

Then where would you be? AN-

SWER ME THAT!

An Advertiser's Viewpoint

[CONTINUED FROM PAGE 34]

product, our personnel, our factory, our sales force, and finally, our executives. In brief it recommended that only if we were willing to go into advertising for a long pull and if we would not expect results in a short time, that they believed the idea was sound and that a business could be built on the idea.

After studying the report for several weeks, it was with great hesitation that l asked our board of directors for an appropriation of \$20,000 for the Pressed Steel Department for the first year to advertise this new idea. was at a time when every dollar spent meant another dollar added to the deficit. With still greater hesitation the directors approved my request and we started in on our campaign about the first of April, 1921. From this point on the agency took almost complete charge of the whole promotion cam-

The first job, and I still think one of the biggest jobs of the campaign, and one where the agency did heroic service, was to sell our own force, both sales and manufacturing, on the soundness of this idea. We had all been trained in the old school where the automobile manufacturer sent out his inquiry and the man who quoted the low price got the business. This idea of persuading another manufacturer to change his process of manufacturing in order to make a market for our product was

entirely new to every one of us. It seemed even harder to us than the agency's job of teaching us steel men that steel could be advertised. It was seven months before we sold a single order. After the ice was once broken,

it was a little easier. The agency was certainly right when they said it would be slow, because it was at least three years before we put this business on a paying basis. It took a lot of nerve to stick to it through all those long years, but being convinced that we were right, we kept on and it has certainly paid.

Now a word about the campaign itself. About the first thing that the agency did when getting the campaign under way was to develop the slogan "Press it From Steel Instead." This was, is, and always will be the keynote of our whole sales effort. It is featured in all of our advertisements and it is all our boys think or talk about. The first advertisements simply showed the picture of a casting and the picture of the pressed steel part which replaced it, pointing out the savings in weight. in machining cost, and in assembly cost which had been effected by the particular manufacturer who used that part.

These advertisements created a great deal of interest and we received many inquiries, but the inquiries did not turn into orders. It was a long, long road to educate and teach the prospective customers how to use pressed steel. There were many, many problems which both the agents and ourselves had to work out as we came to them. It was a new thought, this idea of selling creative service in our industry, and we had to work out the details as we went along. The result is that instead of having 90 per cent automotive business and 10 per cent general business, today we have 10 per cent automotive and 90 per cent general.

During all of this time we have never considered any new product, we have never made any change in any old product, in fact we have never made a single move in marketing or sales work without first consulting the agency about it. They have recommended that we turn down several propositions which we were about ready to accept which would have meant thousands of dollars in advertising, had we taken them up. Our advertising agent is only human. I maintained that if his com-pensation had depended entirely upon the amount of our expenditure, it would have been his very natural inclination to be in favor of, rather than against, the propositions which they turned down.

Marketing Western **Products**

[CONTINUED FROM PAGE 32]

licity was an increase in winter sales at a pace three times as great as the autumn sales, thus straightening out

the selling curve.

The Washington Navel Orange is a winter product, but conditions of soil and climate were found to be so favorable in some sections of the West that many growers planted the Valencia variety which matures between May and November. This brought the Valencia into direct competition with fresh fruit. To relieve the situation, the association was precised association was precised association and provided the second to the competition of the competition of the association was precised association and provided the second to the competition of the competition of the was second to the competition of the was second to be second to be so that the competition of the West that many growth as the competition of the West that many growth as the competition of the West that many growth as the competition of the West that many growth as the competition of the West that many growth as the competition of the West that many growth as the competition of the West that many growth as the competition of the West that many growth as the competition of the West that many growth as the competition of the West that many growth as the competition of the west that many growth as the competition of the west than the west than the west than th the association ran special campaigns of advertising which have made the range an all-year-round seller.

Walnuts have been commonly regarded as a holiday food, to be eaten n the period from Thanksgiving to the irst of the year. To extend the season,

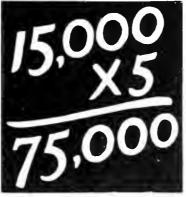
Bernhard Cursice

This beautiful new type face is designed by Lucian Bernhard to express Charm. Grace, Clogance and Tolicaev.

HARPER'S BAZAR

selected it for their new layout as the leading Tisplay tope for Meadinos and Captions

Ask for our Portfolio of Inspirational Prints The BAUER TYPE FOUNDRY inc More Hork . 230 He 13d - Street



THATS RIGHT



TAKE that 15,000 and think of it as the circulation of the Forum in January, 1925. Take that 75,000 and think of it as the circulation of the Forum in January, 1927. 5 x 15,000=75,000. That is right!

The Forum is read by 75,000 of the best type of people in this country. They are alert, responsive and

interested. They've got their thinking caps on. And what is more they are telling their friends. The 15,000 in 1925 have told 60,000 in two years. Not a bad beginning.

When do you begin reaching this growing market through the advertising pages of the Forum? Why not begin now?

A Magazine of Controversy

Edited by HENRY GODDARD LEACH 441 Lexington Ave., New York



Rate for advertisements inserted in this department is \$3.00 per inch. Forms close Saturday noon before date of issue.

Position Wanted

ADVERTISING MANAGER of bank magazine with exceptional record as salesman and copy-writer desires a position with larger company or one offering greater opportunities. Age 26, college education, honest, industrious and willing to work until MIDNIGHT for the right com-pany. Address Box 470, Advertising and Sell-ing, 9 East 38th St., New York, N. Y.

Are You the One?

Somewhere there is a live wire advertising agency or business concern which needs a good advertising man—experienced, sincere, loyal and enthusiastic.

enthusiastic.

The above organization has employed "good" men before—men with "years of experience," but these men have always been just average men—similar to the case of the woman who thought she hought a comfortable pillow, but it was filled with feathers that grew on the wrong kind of birds.

The concern which needs this man will write to Box 471, Advertising and Selling. Forthcoming correspondence will bring about a beneficial acquaintance.

ficial acquaintance

Digging up plenty of facts and ideas about the business, to keep salesmen and customers interested—and sometimes to get them enthusiastic—has been one big part of my present job. I have disseminated the facts and ideas through a "house organ" prepared from stem to stern by me. My job also includes preparation and supervision of sales literature and advertising.

I wish now to connect with an organization, preferably in or near Philadelphia, where my experience and quadrications would be attractive. Address Box 469. Advertising and Selling. 9 East 38th St., New York, N. Y.

ADVERTISING SALESMAN

with a downtown office in Chicago wants a live publication to represent in the Middle West. Over twenty years' metropolitan newspaper and trade paper experience. If you want a man who is a builder of profitable business, write me. My record will bear a strict investigation. Address Box 458, Advertising & Selling, 9 East 38th St., New York, N. Y.

Help Wanted

PRINTING SALESMAN who lacks "talking points" in present connection can locate with organization capable of helping him increase in-come. Drawing account to man with following. Address Box 465, Advertising and Selling, 9 East 38th St., New York City.

Wanted: Sales representative in eastern territory Wanted: Sales representative in eastern territory for practical, popular, nationally advertised salesmen's portfolios. Our product is being purchased by thousands among firms with large sales forces. To a reputable man calling on such firms we will give an exclusive territory on a profitable commission basis. Leads furnished. All correspondence held in strict confidence. Box A. Advertising and Selling, 1328 Peoples Gas Bldg., Chicago. Ill. vertising and Chicago, III.

Multigraphing

Quality and Quantity Multigraphing, Addressing, Filling In, Folding, Etc. DEHAAN CIRCULAR LETTER CO., INC. 120 W. 42nd St., New York City Telephone Wis. 5483

SERVICE Telephone Barclay 3355 Multigraphing Mimeographing Addressing BUREAU

19 Park Place, New York City JOHN F. FITZPATRICK, Proprietor

For Sale

For Sale: A complete set of Bound Volumes of Printers' 1nk Weekly from October 3, 1918, to September 28, 1922, in good condition. Volume numbers 105 to 120. Price for sixteen volumes \$30.00. Box 456, Advertising and Selling, 9 Zest 38th St., New York City.

For sale—Bound Volumes (5) of Printers' Ink Monthly from December, 1919, to May, 1922. In perfect condition. Price for the set, \$15.00. Box 464, Advertising and Selling, 9 East 38th St., New York City.

Direct Mail Service

Productive Sales Literature. Sales letters, \$3.00; 3x6 circulars, \$2.00; 6x9 circulars, \$5.00; 2 inch display, \$2.00; classified, \$1.00. Branch office service and mail address, \$5.00 monthly. Forwarded daily. Circulars, booklets, samples, etc., distributed house to house, \$3.50 per thousand. Address the Egyptian Exchange, Barclay, Fairfield, Illinois.

Miscellaneous

BOUND VOLUMES

BOUND VOLUMES

A bound volume of Advertising and Selling makes a handsome and valuable addition to your library. They are bound in black cloth and die-stamped in gold lettering. Each volume is complete with index, cross-filed under title of article and name of author making it valuable for reference purposes. The cost (which includes postage) is 5.00 per volume. Send your check to Advertising and Selling, 9 East 38th St., New York City.

BINDERS

Use a binder to preserve your file of Advertising and Selling copies for reference. Stiff cloth covered covers, and die-stamped in gold lettering, each holding approximately 9 issues, \$1.85 including postage. Send your Check to Advertising and Selling, 9 E. 38th St., New York City.

to stop price cutting and losses, advertising has been successfully resorted

to, so that the crop is going into consumers' hands all year round.

I have already referred to the tremendous acreage increase of the Sunmaid Raisin Association. A two-milliondollar campaign was planned for 1924 when production was at its height. In the first five months of that year the association sold, packed and shipped double the maximum of tonnage ever bandled in a similar period. You all recall Raisin Bread Day and the small five cent package of raisins with its familiar slogan, "Have you had your iron today?" Penny packages are being sold in Japan. Extensive advertising has been done in the Orient and all through the Far East as well as Europe and Latin-America. The consumption of raisins in the United States has increased from 1.1 pounds per capita in 1921 to 3.26 pounds in 1926.

THE Hawaiian Pineapple Associa-tion about five years ago was faced with a difficult marketing problem. A tremendous demand had been created for sliced pineapple. In coring the pines for making slices, there is a considerable amount of the edible part remaining. As production increased so did this surplus, which the canner packed and labeled "Crushed or Grated." The soda fountain trade could not absorb the added volume, so national advertising was tried. The consumer responded to a point that today the crushed pineapple is in as great demand as the sliced.

The salmon packers of the Northwest each year have been piling up a surplus stock of the so-called "Pinks" or "Chums." This fish, while of good quality, does not have the color or oil content of the Red Alaska, or Sockeye and Chinook, which have always had a ready consumer acceptance. Advertising was called upon, and with a favorable price factor the surplus stock was moved.

The California Packing Corporation, largest canners of fruits and vegetables in the world, has had its problems. With its chain of plants extending from Alaska to Mexico, through Washington, Oregon, California Utah, Lights and the Hawaiian nia, Utah, Idaho and the Hawaiian Islands, it has made possible the sale of tremendous increases in raw production by steadily enlarging its pack and taking care of the surplus by consistent and persistent advertising. There are few civilized countries in the world in which Del Monte brand cannot be found. Their objective today is to increase the per capita consumption of canned fruits and vegetables, and they are meeting it with increased advertising appropriations.

The marketing problems of the West-to this year of 1927 have been centered largely around food products. To look ahead, we can see the time when other products will come forth to take a leading part in the national field. Other foods will be grown, shipped and advertised. There is a lot to be done more efficiently to distribute and sell so-called perishables, which, from their very nature, cannot be individually labelled. Fresh grapes offer an example of what I mean. The alligator pear is assuming volume proportions. The artichoke industry, tuna, sardine and crab canning, all have future mar-

keting possibilities.

Gatchel & Manning. lue. 56

General Outdoor Advertising Co.

Industrial Advertisers Elect Officers

At the sixth annual meeting of the National Industrial Advertisers Association held in Cleveland, Ohio, from June 12 to 15, new officers were elected for the ensuing year. J. R. Hopkins, Chicago Belting Company, was elected to the presidency of the organization, succeeding W. A. Wolff, Western Electric Company, New York, Mr. Hopkins was president of the Engineering Advertisers Association two years ago. The officers elected with Mr. Hopkins are: First vice-president, N. S. Greensfelder, advertising manager, Hercules Powder Company, Wilmington, Del.; second vice-president, George H. Corey, advertising manager, The Cleveland Twist Drill Company, Cleveland; third vice-president, Il. P. Sigwalt, advertising manager, Milwaukee; secretary-treasurer, H. von P. Thomas, merchandising manager, Bussman Manutacturing Company, St. Louis.

nany, St. Louis.

The directors are: Allan Brown, Bakelite Corporation, and R. W. Bacon, U. T. Hungerford Brass & Copper Company, representing the Technical Publicity Association. New York; S. Bowles King, Sullivan Machinery Company, and James H. Gregory, Barber-Greene Company, representing the Engineering Advertisers Association, Chicago; O. C. Dahlman, Koehring Company, and Arthur H. Obendorfer, Sawyer Steel Castings Company, representing the Milwaukee Industrial Advertisers Association; Ernest H. Smith, Hollow Center Packing Company, and L. Glenn Hewins, Van Dorn & Dutton, representing the Cleveland Industrial Advertisers Association; Warren J Chandler, Lehigh Portland Cement Company, and R. B. Cook, David Lupton's Sons Company, representing Philadelphia; Ernest L. Becker, The Newport Rolling Mill Company, and Frederick B. Heitkamp, Cincinnati Milling Machine Company, representing Cincinnati; Jerome L. Ashcroft, Ludlow-Saylor Wire Company, and K. G. Baker, Fulton Iron Works, representing St. Louis; Cedric B. Smith, Blaw-Knox Company, and C. C. Mercer, National Steel Fabric Company, representing Pittsburgh. Members-atlarge are Paul E. Kendall, Long-Bell Lumber Company, and J. E. McMahon, Graton & Knight Manufacturing Company.

The most important event of the convention ensued as a result of the submitting of new by-laws to the members for ratification. The redrafted by-laws not only failed to provide for the Association's affiliation with the International Advertising Associa-tion, but also omitted any refer-ence at all to the Industrial Associ-ation's membership in the larger organization. A heated issue then arose as a result of the protests filed by those who opposed the implicit proposal in the new by-laws to break off from the International Advertisers Association. The directors had approved the new set of laws, but upon their disclosure to the members, a determined disapproval from the floor was met. Ultimately, it was decided to remain a member of the parent organization and the dues standard was increased.

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The NEWS DIGEST

A complete digest of the news of advertising and selling is here compiled for quick and convenient reference for The Editor will be glad to receive items of news for inclusion in this department for Address Advertising and Selling, Number Nine East Thirty-eighth Street, New York City



CHANGES IN PERSONNEL—(Advertisers, etc.)

Name	Former Company and Position	Now Associated With	Position
Allen T. McKay	.Calkins & Holden, New York	Brown, Durrell Co., N York	ew Adv. Mgr.
H. K. Klingler	Chevrolet Motor Co., Detroit, Ass't Sales Mgr	Same Company	Gen. Sales Mgr.
C. K. Woodbridge .	Electric Refrigeration Corp., Detroit, Vice- Pres.	Same Company	Pres.
G. Sanford	Pepperell Mfg. Co., Boston, Adv. Mgr	Same Company	Mgr. Industrial Relations
H. H. Morse	Florence Stove Co., Boston, Sales and Expo Mgr.		Vice-Pres.
M. Schwartz	Miller Co., Meriden, Conn., Vice-Pres. and Ge Mgr.	n. . Same Company	Pres.
Harlowe P. Roberts	The Pepsodent Co., Chicago, Adv. Mgr	Same Company	Adv. & Sales Mgr
R. E. Spline	The Pepsodent Co., Chicago, Sales Mgr	Resigned	
B. Neuer	William Knabe & Co., New York	Same Company	Vice-Pres.
D. G. Clark	Ferth-Sterling Steel Co., McKeesport, Pa., Eastern Mgr.	Same Company	Dir. of Sales
T. B. McCabe	Scott Paper Co., Chester, Pa	Same Company	Pres.
R. G. Whale	Butler Paper Co., Detroit, Sales Staff	Same Company	In Charge of Adv. & Sales Pro.
G. G. Whitney	Kelvinator Corp., Detroit, Ass't Adv. Mgr	Belding-Hall Electric C Belding, Mich	Co., Adv. & Sales Pro. Mgr.
Henry T. Wheelock	Moline Pressed Steel Co., Moline, Ill., Sales Mgr.	lnternational Harveste Co., Milwaukee	r Motor Sales Div.

CHANGES IN PERSONNEL—(Agencies, etc.)

Name	Former Company and Position	Now Associated With	Position
C. R. De Bevoise	.Charles R. De Bevoise Co., Newark, N. J., Vice-Pres. & Sales Mgr	.The Paul Cornell Co., New York	Merchandising
Maurice A. Berman.	.Marx-Flarsheim Co., Cincinnati		0.,
Norman A. Fyffe	. Norman A. Fyffe Corp., New York, Pres	.Michaels & Heath, In New York	e., Acc't Executive
N. J. Donovan	. Caples Advertising Agency, New York, Vice-Pres.		
Paul C. Smith	.General Electric Co., New York	. Frank Presbrey Co., New York	Acc't Executive
James N. Slee	. Doremus & Co., New York		ew
D. M. Budd	. Frank Seaman, Inc., New York, Art Dir		5M.
J. L. Bradlee	. International News Co., New York, Adv. Mgr.		C.,
H. C. Joslin	. T. W. Kastor & Sous Adv. Co., Inc., Chicago.		0.,
F. D. Connor	. Inois Merchants Trust Company, Chicago, Pusiness Extension Mgr		
	Thited Adv. Agcy., New Haven, Conn		c.,
Ralph Johnson	The David Co., St. Paul		i-
William Watrous .	Evers, Watrous & Co., Chicago, Pres		

How's Business?

Answered by a Council of 21,000 Business Leaders

July/ Editorial High Spots

"The Mississippi Flood and Business"

The aspects of the flood with which business must concern itself are summed up by Lawrence A. Downs, President, Illinois Central Systems, a man who has been forced by his business to recognize and study the vagaries of The River.

"Nomadic America's \$3,300,000,000 Market"

The ant mobile has created new outlets for American dollars—outlets which are in one place today and in another tomorrow. Frank E. Brimmer tells what this market is, how much buying power it represents, what it requires and how to reach its well-filled purse.

"We Make 1400° More Cars With 10° More Men"

Perhaps no company has more advanced methods of production than Buick whose "unified assembly" plan forms the basis of this article by Cady B. Durham, Vice-President, Buick Motor Company.

and 16 other articles and departments including in the Business Outlook." The Underlying Trend," and "The Business Weather Map"—of the calibratic has made this THE MAGZINE OF BUSI NI'SS where businessleaders table to businessleaders.

HOW'S business now? How is business over the country? In each state? In each important trading center? There is only one real answer.

Car loadings, money rates, security trends—these are merely the after effects of past decisions. They show today's results of the thinking and planning which business leaders did 30, 60 or 90 days ago. But get that question "How's Business?" to these business leaders today, and they can look ahead with you to future days when their present plans will be reflected in railway terminals, in banking circles, on the Exchange.

It is by doing this that THE MAGAZINE OF BUSINESS is able each month to give you a new, unduplicated answer to "How's Business?"—an answer which enables you to keep abreast of current Business thinking rather than in its wake. For here, through THE MAGAZINE OF BUSINESS, over 21,000 top executives in America's highest rated enterprises have united to get the answer to "How's Business?" as you would (if you had the facilities) get the answer yourself.

Each month a great group of these top executives report the exact status of business conditions, the outlook for months ahead. Here is not one man's answer to this vital question, but the reflection of the combined thinking of the guiding men in the majority of America's greatest businesses. Where else have business executives found available so accurate a guide for their business planning?

It is because of such features as this and the others listed to the left, found only in The Magazine of Business, that business executives have given it the largest monthly 84.00 circulation in the world.



WHERE BUSINESS LEADERS TALK TO BUSINESS LEADERS"



Advertising • The NEWS DIGEST • Issue of Selling • The NEWS DIGEST • June 29, 1927



CHANGES IN PERSONNEL—(Agencies, etc., continued)

	CHANGES IN I BROSE		D. Jalan
		Now Associated With	Position
Name	N. W. Ayer & Son, Chicago	Dorenus & Co., Chicago	. Member of the Staff
J E Sanford	. N. W. Ayer & Son, Chicago	m W datas Co. Inc.	
T T Mills alcon	. N. W. Ayer & Son, Cincago	Boston	Sales Mgr.
E. L. Michaelson	, Dichinger	Howay I. Packer Co	
C. H. Davis	. Walker & Co., Detroit	Cleveland	. Sales Pro. Mgr.
F. E. Chizzini	. Public Service Cup Co., New York	Robert E. Ramsey Organization, Inc., New York	. Research
T. J. Mulvey	. B. F. Duvees Co., Philadelphia, Adv. Mgr	. Barnes & Fehling Co., Philadelphia	. Сору

CHANGES IN PERSONNEL—(Media, etc.)

CHANGES IN PERSONNEL—(Media, etc.)				
Name	Former Company and Position	Now Associated With	Position	
B. H. Gordon	Public Ledger and Illustrated Sun, Phila-	Same Company	. Nat'l Adv. Mgr.	
H. W. Garner	Public Ledger and Illustrated Sun, Philadelphia	Same Company	. Mgr. Merchandising Ser vice Dept.	
C. F. Jenkins	The Farm Journal, Philadelphia, Pres. & Gen. Mgr.	Resigned		
P. E. Ward	The Farm Journal, Philadelphia, Chediation	· ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~	Pres. & Gen. Mgr. Ass't Adv. Mgr.	
H. Conover, Jr	The Forum, New York, Adv. Dept The Engineering Magazine Co., New York, Pres.	ork, Same Company	Pres.	
B. P. Mast	The Engineering Magazine Co., Chicago, M.	Same Company	Vice-Pres.	
	Mt. Pleasant News, Schenectady, N. 1., 1.	Fairchild Publications	s, Adv. Staff	
T. P. Jones	Cecil, Barreto & Cecil, Richmond, Va	D. C	Nat'l Adv. Mgr.	
M. S. Campbell	Johns-Manville Corp., New York	New York	Sales Pro.	
R. B. Hotchkiss .	International Trade Papers, Inc., New York	New York	Adv. Staff	
	The Christian Science Monitor, San Franci Mgr. San Francisco Office		Member of Staff Adv. Staff	
~~ ** 11 11	Vanderhoff & Co., Chicago	D-limono	Business 1. gar	
Dl T Cnoderas	Journal-Post, Kansas City, Adv. Mgr ss St. Paul Dispatch and Pioneer Press. St. I Adv. Mgr	Minneapolis Journal	Auv. Mgi	
William F. Johns	Adv. Mgr	Do Do	al Adv Mgr.	
H W Kallagg	The Kellogg Gloup, then	Same Company	1 105.	
Spencer Young .	Walf Thomson Inc. New 10rk		Adv. Dept.	
J. B. Cox M. F. Riblett	Won-Phomsen, They are	Rocky Mountain New Denver	's, Nat'l Adv. Mgr. Merchandising Dept.	
R. W. Disque	Post-Standard, Syracus,	Democrat & Chromen	Ase't Publisher	
H. E. Pueschel	William J. Morton Co., Chicago	rost-Dispatch, St. Ho	Office Adv. Staff	
R. Imlay	Barton, Durstine & Osborn, Inc., Buffalo.	Lile, New Tolk		



VOU know your product has a market. You know the public will buy it if given a chance. But—the jobbers and retailers won't push it! They will FILL ORDERS but you must create the market. They cannot visualise the market as you see it, and refuse to put it on their shelves unless you establish DEMAND.

There is a way out! DIRECT SELLING! Marketing goods direct from maker to user. If your product has merit, thousands of ambitious responsible men and women will talk, demonstrate and SELL your product to the people who use it. They will work for you on a straight commission basis. They will give you national distribution quickly-distribution that YOU can control.

Thousands of manufacturers who were faced with jobber-dealer inertia have found the way to a big profitable business through DIRECT SELLING. Perhaps you can, too!

> Cheek your product against the requirements listed at the right. Then write us at once. Our representative will, wthout obligation, analyze your sales possibilities in this field and answer your questions.

> Advertising Agencies: Send for copies of these magazines. Many of your clients can use them profitably.

Does Your Product Meet These Requirements?

- 1. Can it be demonstrated before the prospect's eyes?
- 2. Is it portable and the unit of retail sale not over \$10,00?
- 3. Is it a specialty, preferably not usually found in stores?
- 1. Is the retail price at least double the manufacturing cost?
- 5. Has your product unusual features which the salesman can stress in his selling talk?
- 6. Are you equipped to manufacture on a large enough scale to fill orders in great volume?

Two Million Professional Go-Getter Readers Every Month

565 FIFTH AVENUE · · · NEW YORK

Extra Money—Salesology—Opportunity—Spare Time Money Making—How to Sell



Advertising • The NEWS DIGEST • Issue of June 29, 1927



CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

_			ISING ACCOUNTS
Name	Address	Product	Now Advertising Through
The Cosin Co., Inc.			
	_	Komo Insecticide	.Charles C. Green Adv. Agcy., Inc., New York
Consolidated Coal Co. of New York	v . New York	Coal	Husband & Thomas Co., Inc., New York
The Cloverland Dairy Products Co., Inc	. New Orleans	Dairy Products	Martin-Gessner Adv., Inc., New Orleans
Copper & Brass Research Ass'n.	. New York	Copper & Brass is dustries	n- . Dorrance, Sullivan & Co., New York, Effective August 1
Driwood Corp	. Elmhurst, Long Island	d.Office Partitions	Ajax Adv. Agcy., Inc., New York
The Inkograph Co., Inc	. New York	Fountain Pens	Michaels & Heath, Inc., New York
The Ross Co			. Erwin, Wasey & Co., New York
United States Bond & Mortgag Corp	e . Boston	Finance	M. P. Gould Co., New York
The Indian Motorcycle Co	. Springfield, Mass	Motorcycles	Wm. B. Remington, Inc., Springfield
The Grale Products Corp	. Plainfield, N. J	Grales Fruit Laxative	e.Edwards, Ewing & Jones, Inc., New York
The Oakland Chemical Co	. New York	Dioxogen	George Batten Co., Inc., New York
Irving Hamlin	.Evanston, Ill	Sound Proof Doors	Hurja-Johnson-Huwen, Inc., New York
The Fay & Bowen Engine Co	. Geneva, N. Y	Engines	Williams & Cunnyngham, Inc., Phila- delphia
Spark-Lin-Ale, Inc	. New York	Ginger Ale	Wm. H. Rankin Co., Inc., New York
The Bulle Clock Corp	. Chicago	Clocks	The Van Allen Co., Chicago
The Seattle Boiler Works	. Seattle	Boilers	Mercantile Printing Advertising Co., Seattle
Yardley & Co., Ltd	. London	Toilet Requisites	N. W. Ayer & Son, Philadelphia (to direct American advertising)
•			Emil Brisacher & Staff, Los Angeles
Quaker Mfg. Co			
The First National Bank	. Jersey City, N. J	Finance	Scovil Bros. & Co., Inc., New York
The Wooley Machine Co	. Minneapolis	Railway Equipment	W. Warren Anderson Adv. Agcy., Minneapolis
The Quaker Products Co., Inc	. Philadelphia	Cleanser	Spector & Goldensky, Philadelphia
			Charles E. Vautrain Associates, Holyoke
Holmes Projector Co	.Chicago	Motion Picture Pro- jector Equipment	Hurja-Johnson-Huwen, Inc., Chicago
Henry Hyman & Co	.New York	Electrical Supplies .	Ferry-Hanly Adv. Co., New York
Thomas Maddock's Sons Co	.Trenton, N. J	Durock Plumbing Fi	x- Edwards, Ewing & Jones, Inc., Phila- delphia
Robert R. Burrage	. New York	Glue	., Charles Z. Offin, New York
Merck & Co	. Rahway, N. J	Iodine Vermicide and Iodine Suspensoid	Wilson & Bristol, New York
Lambert Tire & Rubber Co	. Akron, Ohio	Tires	H. L. Stuart Co., Cleveland
The Oliver Chilled Plow Works	. South Bend, Ind	Plows	Campbell Adv. Service, Toledo
Colin B. Kennedy Co	.St. Louis	Radios	C. H. Trapp Adv. Agey., St. Louis
Century Mfg. Co	.St. Louis	Electrical Supplies .	C. H. Trapp Adv. Agey., St. Louis

AN ADVERTISEMENT

BY H.-T. EWALD, CAMPBELL-EWALD COMPANY



Not Listening-

just watching him work!

THEY like to pause and catch a few words from the World Reformer as he expatiates on the dangers of Too Many Millions or the Drop In Waistlines and Birth Rates...The subject doesn't interest them, but they like to see him work—just as they always stop to watch a man wash windows or break up pavement.

Now if our friend on the soap-box were half as sensible as he is insensible, he'd pick his audience first and save himself the cost of many packets of throat balm, to say nothing of getting an occasional cheer or ringing up an occasional sale.

For instance—if you, reader (gentle or otherwise) had a message for a certain species of business men, you'd probably hire a hall, announce the meeting and and make 'em pay to get in and hear you.

If you wanted to talk to the Romans you'd go where the Romans are. If you had something to sell to advertising men

you'd go to Advertisia—which reminds us!...We've got the hall and have filled every scat. We've got your market all picked out and wrapped up for you. Sure, you guessed it—within the pages of Advertising & Selling!

Its subscribers may give you an argument. They'll certainly make you prove your statements because they aren't like the usual park crowd—more interested in watching you work than listening to what you have to say.

They subscribe to Advertising & Selling because they know it is the official clearing-house for worth-while information; because they can learn something from its pages; and because they can read thought-provoking articles.

As we said before—every seat is filled. The curtain is up. The audience is eager, expectant, waiting for you. Man—what a chance to tell them your story!

THIS IS AN ADVERTISEMENT FOR ADVERTISING & SELLING

For the Statistically Minded: Founded as Advertising Fortnightly in May, 1923, the name was changed to Advertising & Selling upon purchase of that publication in 1924. In four years its circulation has increased 131%. Its volume of business has increased from an average of 21 pages per issue in 1923 to an average of 59 pages per issue in 1926. It will continue to capitalize its coursegeous editorial policy and through able business management make further substantial progress in 1927.



Advertising • The NEWS DIGEST • Issue of Selling • The NEWS DIGEST • June 29, 1927



NEW ADVERTISING AGENCIES AND SERVICES, ETC.

Maurice A. Berman Co....930 Keith Bldg., Cincinnati........AdvertisingMaurice A. Berman C. H. Trapp Adv. Agcy....Paul Brown Bldg., St. LouisAdvertisingC. H. Trapp

PUBLICATION CHANGES AND APPOINTMENTS

NEW PUBLICATIONS

Name	Pubtished by	Address	First Issue	Issuance	Page Type Size
Office Management	The Richardson	Pub-			
	lications	186 Lincoln Stree	t, BostonJuly 10	Monthly	7x10

The Republican, Blackfoot, Idaho...... Formerly a semi-weekly, is now being published daily.

MISCELLANEOUS

Barteau & Van Demark,	Springfield, Mass.,	
Advertising Agency	Name changed to Jo	hn F. Barteau.

Reo Motor Car Company, Lansing, Mich... Has been elected to membership in the Association of National Advertisers, Inc., New York. Its advertising manager is H. T. de Hart.

It was recently announced in The News Digest that the advertising account of Cluett, Peabody & Co., Inc., of Troy, N. Y., had been placed with the Carter Advertising Agency, New York. The newspaper advertising for this account will continue to be handled by Roberts & MacAvinche, Chicago.

CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc.

Name	Business	From	To
The Petroleum Register	Publication	40 Rector St., New York	238 West 39th St., New York

To Select the Proper Advertising Mediums—You Need STANDARD RATE & DATA SERVICE

It gives up-to-theminute information on rates, discounts, color and cover charges, special positions, classified advertising and reading notices, closing

dates, page and column sizes—and circulations on publications in the United States and Canada.

The rate-cards and circulation statements are practically duplicated and placed in one convenient volume.

Published Monthly

—supplemented with bulletins—and, covers daily newspapers, farm papers, general



magazines, business papers, religious and foreign language publications.

Confidence

Every great business enterprise, that has endured over a span of time, has been founded upon—and, has prospered through—the confidence of those comprising the market to which it sought to sell its merchandise or service—confidence in honor, intelligence, appreciation and goodwill!

During the short span of eight years STANDARD RATE & DATA SER-VICE has done what it has taken other successful institutions many years to accomplish.

USE THIS COUPON

Special 15-Day Approval Order

STANDARD RATE & DATA SERVICE. 536 Lake Shore Drive, Chicago, Illinois.	
GENTLEMEN: You may send to us, prepaid, a copy of the current number of Standard Rate issued since it was published for "15 days" use. Unless we return it at the end of fifteen cost of one year's subscription. The issue we receive is to be considered the initial number of each month. The Service is to be maintained accurately by bulletins issued every other differences.	lays you may bill us for \$30.00, which is the to be followed by a revised copy on the first
Firm Name	
City	•••••
Individual Signing OrderOfficial Position	•••••

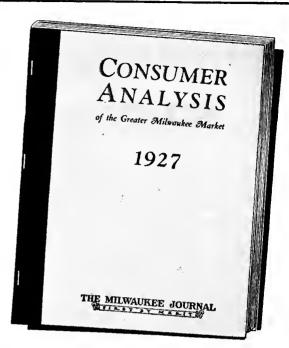
MILWAUKEE—First City in Diversity of Industry!

Are Greater Milwaukee People Buying Your Product?

YOU can build a maximum volume of business at a far lower advertising cost per sale in the rich and stable Greater Milwaukee market than in most metropolitan sales areas. The 1927 Consumer Analysis of this rich territory is now being mailed to sales and advertising executives.

What and How Milwaukee People Buy

Each year the Consumer Analysis is compiled by The Milwaukee Journal from 5,000 questionnaires personally answered by a representative cross-section of all Greater Milwaukee families. The 1927 edition includes the buying experiences of 600,000 consumers here and offers an index to sales possibilities in 1927. The past five-year period is also covered in showing consumer preference, total quantities of



individual brands purchased, methods of distribution, and trade outlets.

Send for Your Copy Now!

The Analysis is presented in three volumes as listed here. If you have not already received your copy, write for it today—on your business stationery. It will take the "blue sky" out of your advertising in America's most stable metropolitan market.

Which Volume Do You Want?

VOLUME I—Grocery and Tobacco Products; VOLUME II—Radio and Musical Instruments; VOLUME III—Electrical Appliances, Household Equipment, Buying Habits and Wearing Apparel.

THE MILWAUKEE JOURNAL

WISCONSIN-First State in Value of Dairy Products!

